

# WHEN CEO AND OWNER TOMMY NAFSO AND HIS SILENT PARTNERS CREATED NOXX, THEY INTENTIONALLY CREATED THE BRAND TO BE NON JUDGEMENTAL.

"When we developed this brand a few years ago...every person on the team we all felt, at some point in our lives, like we were unjustly judged.

And we also feel like the cannabis plant is judged, and because of that we wanted to create an environment where everyone is welcome judgement free." said **Laura Hufschmidt, Chief Marketing Officer.** NOXX has several cannabis stores in **Michigan, Maryland and Illinois.** They recently opened a NOXX in Pleasant Ridge on Woodward (with ample parking and curbside pickup) in April 2024.

**N**OXX PRIDES ITSELF ON PROVIDING A LARGE PRODUCT SELECTION. Customers can mix and match to create their own ounce for a volume quantity discount. "We have over 50 different strains of deli flowers." Hufschmidt said. "You can actually look through the glass and see the bud. You can smell it as well if you like." NOXX has products for every type of customer and employees work closely with each client to ensure they leave happy and with the right product. "We have premium products that's more expensive, but then you can go all the way down and we offer very inexpensive things for novices that just want to try and get used to it." NOXX sells its own strains in addition to selling other brands. They work closely with growers to get the best products for clients. "What we really look for is high quality and value." Hufschmidt explained.

The brand strives to offer the greatest deals around Metro Detroit. "We're very, very deal-focused. We have over 50 deals running every week." Hufschmidt said. They offer a loyalty program that is free to sign up and customers get 1 point for every \$1 they spend. "When you get 100 points, we'll give you a \$2.50 coupon that you can use towards anything in the store."

Hufschmidt said. NOXX encourages customers to come at least three times to get the full experience. They offer special deals to

# NOXX



customers on their first three visits; something many cannabis stores only offer on first time visits. On the first visit at NOXX customers enroll in the loyalty program and get up to 30 percent off plus a free 8th of cannabis. On their second visit customers get 50 percent off any 8th in the store of your choosing. On the third visit customers get 50% off anything in the store, except ounces. "The majority of our products are kind of in the middle. So you're getting great taste, great flavor, and great effect, but you're getting it at a reasonable price."

**D**ISCREET DELIVERY IS IMPORTANT TO THE NOXX BRAND TO FIGHT JUDGEMENT. Their delivery drivers are in unmarked cars and don't wear NOXX paraphernalia. "I like to put emphasis on discreet. That's

because some of our customers may not want their neighbor knowing that they're getting cannabis delivered to them." NOXX also has a very wide delivery zone. There is no delivery fee, however you must spend a certain amount to qualify for delivery.

There are plans to open a NOXX on the southwest side of the state in New Buffalo sometime early next year. ■



By Malissa Martin

23622 Woodward Ave., Pleasant Ridge, MI 48069 | (248) 206-7134  
noxx.com/location/noxx-pleasant-ridge-woodward