Geoff Benic Discusses Greenlane's Launch of Safety Strips for Fentanyl and Drink Spike Detection Amid the Opioid Epidemic and California AB 1013

written by InvestorNews | September 19, 2024

September 19, 2024 – In a recent interview with InvestorNews host Tracy Hughes, **Geoff Benic**, CEO of **Safety Strips Tech Corp.**, discussed the significant impact of California's new legislation on the company. As of July 1, 2024, California law mandates establishments serving alcohol to provide drug testing kits, a move aimed at combating the growing threat of drink spiking. Benic emphasized, "We're one of the leaders in terms of having a great test kit that is cost-effective, very efficient, and readily available in the state of California." He also highlighted California's role as a trendsetter, suggesting that this legislation could potentially extend across North America, benefiting Safety Strips' business model. With their Drink Spike Test kits meeting the requirements of Assembly Bill No. 1013, Benic expressed confidence in their ability to protect public health while capitalizing on this new market opportunity.

Benic further elaborated on Safety Strips' distribution strategy, revealing their partnership with **Greenlane Holdings Inc.** (NASDAQ: GNLN), a key player in the U.S. distribution network. By leveraging Greenlane's established channels, including convenience stores, pharmacies, and drinking establishments, Safety Strips aims to ensure widespread

availability of its products. Benic stated, "We're going to be piggybacking on the back of their distribution to be able to sell into their already existing network." This strategic alignment not only enhances their market reach but also allows the company to scale up production efficiently, with manufacturing capabilities both onshore and offshore.

To access the complete interview, [click here](#)

Don't miss other InvestorNews interviews. Subscribe to the InvestorNews YouTube channel by [clicking here](#)

About Safety Strips Tech Corp.

Safety Strips Tech Corp. is an innovative leader in the development and distribution of test strips designed to detect toxic substances in various environments. Utilizing advanced AI-powered technology, Safety Strips provides reliable, easy-to-use testing solutions aimed at reducing harm and improving public health. The company is dedicated to expanding its product portfolio into wellness and health sectors, offering consumers a comprehensive approach to safety and well-being.

To learn more about Safety Strips Tech Corp., [click here](#)