



Press Release

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A QUESTION OF TASTE! - NEW COR™ FILTER LOWERS LEVELS OF CARBON MONOXIDE WITHOUT IMPACTING TAR CONTENT

The new COR™ filter from Filtrona Filter Products, the world's leading independent manufacturer of special filters, is designed to allow a significant reduction of carbon monoxide (CO) in cigarette smoke without reducing tar levels by the same factor.

Today, ventilation is the only effective method of reducing CO from cigarette smoke. The problem with conventionally-ventilated filters is that they tend to reduce tar and nicotine more than they reduce CO, thereby radically altering 'taste'. To achieve the required level of CO reduction there is also a real danger of over-ventilating, which affects the cigarette's draw resistance, making it less acceptable to the consumer.

According to Paul Clarke, Process Development Manager, Filtrona Filter Products: "the COR™ filter is different. It allows designers to reduce the levels of CO to meet, or significantly better, legislative requirements while maintaining the desired cigarette impact. The COR™ filter is very suitable for use in ultra low tar cigarettes."

As well as significantly reducing CO yield, the COR™ filter is also highly effective at lowering the levels of volatile and semi-volatile compounds found in cigarette smoke. Comparative tests with a cigarette of the same blend, length and circumference show that the COR™ filter reduces hydrogen cyanide, benzene and aldehydes by more than 50% compared to a standard monoacetate filter.

Filtrona's COR™ filter comprises an acetate mouth-end segment, an empty central cavity and a tobacco-end segment of acetate or paper, depending on the required level of filtration efficiency. The filter segments are

wrapped in standard or porous plugwrap depending on the ventilation levels required. The ventilation levels can be carefully controlled, as can the length of both the filter segments and cavity to give optimum flexibility to cigarette designers. The COR™ filter thus allows the cigarette designer to produce a full-flavoured product with dramatically reduced CO yield at acceptable levels of draw resistance.

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Editors note:

Filtrona Filter Products is the world's leading independent supplier of innovative special filters for the tobacco industry. The company has been developing filters since filtered cigarettes first became popular in the 1950s and is highly focused on staying one step ahead of the market. As legislation becomes more stringent, and the industry demands filters that are able to ensure a precise level of tar and nicotine yield, so Filtrona Filter Products is ideally placed to provide the optimum solution.

With more than a dozen strategically-located manufacturing facilities around the globe, Filtrona Filter Products' unparalleled expertise, resources and breadth of vision enables it to deliver high quality, cost effective filter solutions to customers worldwide.

To find out more about Filtrona Filter Products, its services and its highly innovative product line-up, visit the company's website at www.filtrona.com

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