



Press Release

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FILTRONA'S CPF ADVANCED™ FILTERS OFFER ENHANCED PERFORMANCE AND UNIQUE IDENTITY

The new CPF Advanced™ and CPF Advanced™ Flavour filters from Filtrona Filter Products, the world's leading independent manufacturer of special cigarette filters, offer an improved filter performance while giving the cigarette a unique end appearance. The Combined Performance™ Advanced Filter (CPF Advanced)™ offers enhanced tar and nicotine retention without the need for increased draw resistance or higher ventilation.

CPF Advanced™ is a monoacetate filter surrounded by a cellulose inner wrap with embossed grooves (flutes). When it is used with the flutes at the mouth end, rather than at the tobacco end, the unique appearance offers a strong brand identity and a potential anti-counterfeiting tool. The CPF Advanced™ has a visibly sharper and more defined pattern than its predecessor, the CPF. Its flutes can be seen with the naked eye and are symmetrical, giving consistent and evenly measurable results.

The filter can be used with a second filter segment containing carbon or a flavour to achieve the desired product benefits. It is available as a menthol flavoured variant, known as CPF Advanced™ Flavour. Entire brand families can use the CPF Advanced™ filter due to its suitability at all tar levels from full-flavour to ultra low. Using the filter across an entire product range can therefore create a powerful brand identity.

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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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