



# Press Release

World Tobacco 2004  
Kunming, 16<sup>th</sup>- 18<sup>th</sup> November  
HALL 6 STAND D1

## **FILTRONA FILTER PRODUCTS — STAYING ONE STEP AHEAD**

At World Tobacco 2004 Filtrona Filter Products will be showcasing three exciting filter solutions that demonstrates its position as the world's leading independent filter supplier and one of the most innovative companies serving the tobacco industry.

On show for the first time in Kunming is Filtrona's new CPF Advanced™ and CPF Advanced™ Flavour filters, designed to offer an improved filter performance while giving the cigarette a unique end appearance. Also on show will be the Active Patch™ Filter (APF™), the world's first single segment carbon filter; and the COR™ Filter, which delivers significantly lower levels of carbon monoxide without harming taste.

Filtrona's experience and expertise in special appearance filters puts it at the forefront of anti-counterfeiting and product branding innovation. In a market constrained by international advertising restrictions, specialist mouth-end appearance specifications enhance product awareness and build brand loyalty in addition to creating copying difficulties for prospective counterfeiters.

The Hoffmann Analytes list identifies approximately 70 of what are considered the most potentially harmful compounds generated during the burning of tobacco. Clearly the reduction of these compounds is a target for the industry. Activated carbon, one teaspoon of which has an internal surface area equivalent to a football pitch, is highly effective in reducing or removing many of them, including cyanides, ammonia, aldehydes, phenols, benzene and toluene. For this reason Filtrona

continues to ensure that it remains ahead of the competition in terms of activated carbon filter product innovation.

Driven by legislation and consumer demand, the reduction of the levels of carbon monoxide (CO) found in cigarette smoke and the selective removal of the compounds found on the Hoffmann Analytes list are two major areas of development for Filtrona. In the former, taste retention is key and an effective solution requires a significant reduction in CO without reducing tar levels, and thus taste, by the same factor.

Filtrona has a significant programme of new product development and new materials research into the selective removal of the potentially harmful compounds found in cigarette smoke. The company is currently working on the commercialisation of a number of improved selective filtration media (additives) which will target specific smoke components. As the market demand evolves for the selective removal of certain smoke components, so Filtrona is ready to meet the challenge, quickly and effectively.

At Filtrona fifty years of production experience is supported by continuous investment in research, thus enabling the company to develop innovative filter solutions in response to consumer, legislative and industry demands.

Sharply focused on staying one step ahead, Filtrona opened the Filtrona Technology Centre in the UK in 1999. The Technology Centre brings together product development, materials technology, scientific services and process engineering functions under one roof and is dedicated to developing next-generation solutions for the tobacco industry.

The Technology Centre is one of the few UKAS accredited, independent, cigarette and cigarette filter testing laboratories. It is also approved by the Saudi Arabian Standards Organisation. An active member of CORESTA, the Technology Centre's laboratory regularly participates in joint studies, particularly concerning smoke analysis and has the capability for testing the full range of the Hoffmann Analytes.

**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](http://www.filtrona.com)

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