



# Press Release

World Tobacco 2004  
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HALL 6 STAND D1

## **FILTRONA MARKETS WORLD'S FIRST MONO CARBON FILTER — ACTIVE PATCH™**

Filtrona Filter Products, the world's leading independent manufacturer of special cigarette filters, is marketing the industry's first single segment (mono) carbon filter, the Active Patch™ Filter (APF™). The filter provides all the benefits of granular absorbents but without the drawbacks normally associated with multi-segment carbon products, namely machine contamination, carbon taste and complexity.

“As the first mono carbon product, the Active Patch™ Filter represents a significant milestone in filter development,” said Kirstie Taylor, Marketing Manager, Filtrona Filter Products. “Our tests show that the use of carbon within the APF™ not only provides a highly effective means of removing volatile and semi-volatile compounds from cigarette smoke, but it also gives the customer a smoother, cooler taste. In a nutshell it is a unique carbon filter that can be used as a powerful tool in building brand value.”

The APF™ is a single segment filter wrapped in a plugwrap to which granular activated material has been applied. The carbon patch is available in either single format or split patch configuration, surrounding the ventilation zone of the finished product where increased loadings are required. It is an entirely clean running product which means that no contamination or fall-out occurs during cigarette manufacture and that the filter can run in standard mono-acetate secondary processes without the need for lengthy and costly machine clean downs.

Filter retention performance can be controlled via the tow selection, quantity and activity level of the carbon used, as well as the positioning on the plugwrap. Other granular adsorbants, such as silica gel or sepiolite,

can be used and a wide range of filter lengths is possible. The APF™'s inherent design flexibility means that manufacturers are able to create cigarette brands tailored to meet specific customer demands.

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

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