



the difference is {everything}

## Press Release

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### FILTRONA: THE DIFFERENCE IS EVERYTHING

Global filter supplier makes fundamental changes based on customer feedback

Filtrona Filter Products has announced a global rebranding strategy based on the feedback it received from an in-depth customer survey conducted in 2006. The company, which is the world's leading independent supplier of innovative specialist filters to the tobacco industry, asked its customers about their perceptions of Filtrona and then spent two years implementing a comprehensive change strategy that directly responded to their requests. Filtrona is now ready to communicate these changes to the market.

PT Sreekumar, Managing Director, says of the rebrand: "We have undertaken a global market research programme and the results showed that we needed to change. In response, we have changed. We have transformed our operational capabilities across our 12 manufacturing sites and focused our attentions on modified product development. In 2008, we will spend time discussing these changes and their benefits with our customers and showing how, more than ever before, Filtrona can provide a cost-effective, responsive and flexible alternative to in-house manufacture, as well as access to new and innovative ideas which will help differentiate our customers' brands. Our customers also told us that they want to work in partnership with us more and we are therefore looking to build on our collaborative research and development relationships with them to facilitate this."

Filtrona's business is now built upon four cornerstones: quality, partnership, innovation and knowledge, and it is Filtrona's ability to offer all of the benefits associated with these cornerstones that sets them apart from the rest of the market.

The cornerstones reflect the component parts of Filtrona's new identity and, brought together by the statement, "The difference is everything", will feature in its updated logo and a new website launched on the 5<sup>th</sup> February. To complete the rebranding, all of Filtrona's literature will be changed and an advertising campaign will be take place over the next twelve months.

- Ends -

**Editor's notes:**

Filtrona Filter Products, part of Filtrona plc, 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 is ideally placed to provide the optimum solution.

With more than a dozen strategically-located manufacturing facilities around the globe, Filtrona's unparalleled expertise, resources and breadth of vision enables it to deliver high quality, cost effective filter solutions to any customer, anywhere in the world.

To find out more about Filtrona Filter Products, its services and its highly innovative product line-up, visit the company's website at [www.filtronafilters.com](http://www.filtronafilters.com)

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