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## Press Release

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### **FILTRONA FILTER PRODUCTS IMPLEMENTS GLOBAL QUALITY OPTIMISATION PROGRAMME**

As part of its commitment to delivering the highest levels of quality to its customers, Filtrona Filter Products is implementing a new system of global quality standards to optimise its product and service quality. The roll out of the new system, which will be put into practice at all of Filtrona's sites across the world, started in mid-2007 and is expected to be fully implemented by the end of 2008.

Martin Dudley, Global Operations Director, says of the new system: "Ensuring our customers receive the highest quality of products and services has always been of crucial importance to Filtrona and, as you can imagine, guaranteeing this level of quality on a global scale is not without its challenges. The new Global Quality System we are putting into place will help us to continue to meet these challenges by standardising our customer feedback, quality and problem solving evaluation methods, as well as sharing lessons learnt and best practices across the group. One of the steps we will be taking, for example, is to ensure that the Six Sigma quality management methodology is being practiced across all Filtrona locations and becomes part of the company culture. This, combined with the other measures we are implementing, will enable us to optimise our quality levels and ensure our customers receive the same high level of quality at every Filtrona site, from Indonesia, to the United Kingdom, to Venezuela."

The implementation of the Global Quality System will greatly benefit Filtrona's customers and also reinforces the company's commitment to the four cornerstones of its business: quality, partnership, innovation and knowledge. As PT Sreekumar comments: "It is our ability to offer all of the benefits associated with these cornerstones that sets Filtrona apart from the rest of the market. The Global Quality System is born out of these beliefs and is an important step in our move to get closer to our customers and provide an unrivalled level of service and quality."