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Press Release

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FILTRONA SHARES ITS KNOWLEDGE AT TOBACCO PLUS EXPO IN NEW ORLEANS

Filtrona Filter Products
Booth: 638
Tobacco Plus Expo 09
Morial Convention Center, New Orleans, USA
6-7 May 2009

Filtrona Filter Products, the world's leading independent supplier of innovative specialist filters to the tobacco industry, will be exhibiting at Tobacco Plus Expo 09 in New Orleans on 6-7th May. Visitors to the exhibition will have the opportunity to meet the local representative from Filtrona and find out more about the company's latest innovative filter products including those for the Roll-Your-Own market. In addition, visitors to the Filtrona stand will be able to discuss solutions for delivering lower cost options to consumers, and for meeting the ever changing legislation and regulations faced by cigarette manufacturers.

Nick Kane, Key Account Director - Americas, who will be manning Filtrona's stand at the exhibition, commented: "It's really important to me to be able to meet with customers face to face and discuss any issues they are trying to solve and upcoming opportunities. The Tobacco Plus Expo provides us with the perfect place to do this, as well as enabling us to showcase our latest product innovations. 2009 is sure to be an interesting year for the tobacco industry in the Americas and we are looking forward to sharing our knowledge and innovative solutions."

One of the areas Filtrona Filter Products will be focusing on at the show is filter solutions for the Roll-Your-Own (RYO) market, in which the company is a market leader. The growth in this segment in the US over the last 10 years has been significant, averaging at +9.2% per year, and visitors to Filtrona's stand will be



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able to discuss this and find out about the new options for RYO filter tips offering brand differentiation such as coloured flavor threads and Active Patch™ tips.

Filtrona will be demonstrating its Randomly Orientated Acetate (ROA) to the US market at Tobacco Plus Expo 09 as well, and discussing with visitors how, in light of the current economic climate, cigarette manufacturers can meet the increasing demand from consumers for lower cost options. The ROA filter is an example of how Filtrona can help its customers meet this challenge and as a result has already seen success in the Latin American markets.

Visitors to Filtrona's stand will also be able to discuss the filter solutions available from the company's 12 filter ranges, which consist of 46 different filter types including filters designed for selective performance. With the ever changing legislation and regulations the tobacco industry faces, as well as the possibility of the Food and Drug Administration (FDA) being given the power to regulate tobacco, the industry will benefit from flexibility. Filtrona will therefore be demonstrating its ability to help customers meet any future regulations, either through solutions from its existing wide product range or by combining knowledge to jointly develop a bespoke solution.