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## Press Release

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### **FILTRONA ANNOUNCES RESULTS OF RESEARCH ON SUPER SLIM RANDOMLY ORIENTATED ACETATE™ FILTER**

#### **Weight saving of up to 20%\* achievable compared to standard Mono-acetate**

Filtrona Filter Products has announced the findings of its research into the weight savings that can be achieved through the innovative production process used to manufacture Randomly Orientated Acetate™ (ROA) which has a patent pending. The results show that in the Super Slim format, a weight saving of up to 20%\* can be delivered compared to the equivalent format industry-standard Mono-acetate.

The weight saving is advantageous because it significantly reduces the cost to manufacturers of accessing the Super Slim market compared to using standard Mono-acetate filters. Previously, Super Slim filters have required premium priced tow to achieve the necessary pressure drop, ROA means that now standard, lower cost tows can be used.

The data demonstrates that not only was a tow weight saving achieved across a range of pressure drops (see graph), but, uniquely, that the process allowed standard priced tows to be used instead of the premium, high-cost tows usually required for Super Slim format filters. The use of standard priced tows obviously provides a substantial cost saving for the manufacturer.

The research also proves that the Slim and Super Slim segment is continuing to expand and that volumes are increasing faster in this segment than in any other. Interestingly, the data also reveals that Russia has now overtaken South Korea as the largest market for Slims and Super Slims in the world.



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The rapid growth in the Super Slim format in the Russian market has been attributed to a growth in the number of female smokers (in South Korea the format is equally popular amongst males and females) and also the popularity of this high visual differentiator. There is also strong growth in other national markets such as Greece, the Czech Republic and Romania.

In 2008 Filtrona launched the Super Slim range of nine different filter products that offer all of the benefits of Filtrona's innovative, high quality, standard size super filters in a Super Slim configuration. This recently conducted research has revealed the huge growth of this market segment and also the cost savings available from Super Slim Randomly Orientated Acetate™ filters.

More information about these savings and this market is available from the Filtrona Filters website:

Super Slim ROA: <http://www.filtronafilters.com/LowCostSSROA.htm>

Super Slim market: <http://www.filtronafilters.com/Growthmarketsuperslimcigarettes.htm>

\*The weight saving of up to 20% is based on a 120mm length filter rod (consisting of four 30mm filter tips) with a 16.8mm circumference constructed with 4.2Y33 denier tow. Filtrona recommends samples are requested for your own verification.

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#### **Editor's notes:**

#### **Filtrona Filter Products**

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.



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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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