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## Press Release

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### **FILTRONA'S NEW FILTER RANGE GIVES CIGARETTE MANUFACTURERS AN ADVANTAGE**

Filtrona Filter Products, leading independent supplier of innovative specialist filters to the tobacco industry, is developing a new range of filters that offer cigarette manufacturers innovative technological and design-based solutions to reduce the overall cost of a cigarette. The aptly-named Advantage Range currently includes a new carbon filter, called Smooth Core, and the Randomly Orientated Acetate Filter, with more new filters already under development and due to be added in the coming months.

At a recent press launch, Managing Director PT Sreekumar commented on the thinking behind the new Range: "Following the recent changes in the world economy, and the increase in the price of raw materials, Filtrona recognises that cigarette manufacturers are looking for innovative solutions that allow them to reduce the overall cost of a cigarette, without compromising on taste or brand quality. The Advantage Range is being developed specifically to meet this need and is based around the idea of using intelligent, balanced cigarette design to provide better overall value."

Epitomising the philosophy behind the Advantage range, the flagship filter, Smooth Core, provides not only the filtration and smoother taste benefits often associated with carbon filters, that allow for the use of harsher tobacco for example, but also the cost benefit of requiring only a single process machine. This is due to its innovative design and cutting-edge technology in carbon additive delivery whereby a quantity of concentrated activated carbon is precisely injected into a pod in the centre of the filter tow in a single-pass process.



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Also in the Advantage Range is the Randomly Orientated Acetate (ROA) Filter, available in both standard and Super Slim sizes. The ROA Filter is again an example of innovative technology being used to reduce costs as its patent pending production process enables a saving in tow weight of up to 8% on standard filters and up to 20% on Super Slim variants.

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