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## Press Release

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### **FILTRONA LAUNCHES SMOOTH CORE: THE AFFORDABLE CARBON FILTER OPTION**

Filtrona Filter Products has launched a new carbon filter that uses cutting-edge activated carbon delivery technology and innovative design to help reduce the overall cost of a cigarette. Smooth Core, part of the company's new Advantage Range, 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.

The Filter is manufactured by injecting a precise quantity of granulated activated carbon into a pod in the centre of the filter's tow material in a single-pass process. This process, compared to manufacturing a carbon dual filter for example, is more efficient in its use of materials, energy and machinery: less adhesive, less paper (plug wrap) and less processing are required. It also offers cleaner machine running and a lower tip to tip variation in circumference, carbon weight and pressure drop. Unlike other specialist filters, Smooth Core also uses standard tow. The combination of these benefits makes Smooth Core the affordable carbon filter option.

Chris Franklin, Global Sales Director, commented on the new product at its launch to the press: "The activated carbon filter market segment represents 9% of global cigarette sales, with the largest market being Japan. Russia and the former CIS countries have seen extraordinary growth in the use of carbon filters in the last decade and are the focus of many new carbon filtered cigarette launches. With Smooth



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Core, cigarette manufacturers can compete effectively in these countries thanks to the cost benefits it provides.”

Smooth Core is the flagship product in Filtrona’s new Advantage Range of filters that offer cigarette manufacturers innovative technological and design-based solutions to reduce the overall cost of a cigarette without compromising on taste or brand quality. Also in the Advantage Range is the Randomly Orientated Acetate (ROA) Filter, available in both standard and Super Slim sizes. More new filters are currently under development and due to be added to the range in the coming months.

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