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Press Release

FIL8807
February 2011



FILTRONA LAUNCHES ITS MOST AFFORDABLE FILTER YET

Offering a cost saving of up to 30%* versus standard cellulose acetate filters, Filtrona has launched its most affordable filter yet - the Infused filter. The new filter achieves this using paper, combined with specially developed additives, to ensure that the familiar taste of cellulose acetate is maintained, but at a lower cost. Infused is the latest product in Filtrona's Advantage Range which offers products with innovative, balanced design to reduce the overall cost of a cigarette without compromising on taste or brand quality.

Filtrona has developed the Infused filter to enable cigarette manufacturers to take advantage of the strengths of paper, such as up to 40%* higher tar retention and lower cost, without needing to compromise on the negative issues associated with it such as a hotter, drier taste and higher phenol levels. This is accomplished through Filtrona's patented technology of infusing the paper with two specially developed additives which counteract these issues and therefore allow manufacturers to maintain the brand taste identity of their products, as well as the levels of phenol removal normally expected from cellulose acetate products. As a result, by using the Infused filter, manufacturers can expect a cost saving of up to 30% when compared to using a standard cellulose acetate filter.



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Commenting on the new product, Chris Franklin, Innovation and New Business Development Director, revealed: “We’re delighted that we have been able to develop a product that tackles the issues commonly associated with paper filters so that manufacturers can now take advantage of their benefits without compromising on brand quality. You could even say that with the Infused Filter, Filtrona has redefined the possible!”

Infused is the latest product in Filtrona’s Advantage Range which was launched last year. The Advantage Range includes 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 are the Smooth Core Technology and Randomly Orientated Acetate (ROA) filters. Smooth Core uses cutting-edge activated carbon delivery technology to provide the filtration and smoother taste benefits associated with carbon (allowing for the use of harsher tobacco for example) as well as a single-pass manufacturing process, to help reduce the overall cost of a cigarette. The ROA filter uses a production process which enables a saving in tow weight of up to 8% on standard filters and up to 20% on Super Slim variants, therefore offering cost savings. Other new filters are currently under development and due to be added to the range in the coming months.

* The Filtrona patented technology for Infused achieved the cost savings and tar retention based on size and pressure drops matched to mono-acetate filters. Filtrona recommends that customers test samples of Infused to confirm these results.

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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.



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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.

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

All reader enquiries should be sent to:

Filtrona, Avebury House, 201-249 Avebury Boulevard, Milton Keynes, MK9 1AU

E-mail: filtersenquiries@filtrona.com

Telephone number for publication: 01908 359100

For further press information, please contact:

Melanie Hulbert, Account Manager, Technical Publicity

E-mail: mhulbert@technical-group.com

Tel: +44 (0)1582 878879. Fax: +44 (0)1582 878855