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## Press Release

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### **EARTH TONES: THE NEW ENVIRONMENTALLY FOCUSED RANGE FROM FILTRONA**

Designed specifically with the needs of the environment in mind, Filtrona has launched its new Earth Tones range of filters. The Earth Tones range embodies Filtrona's commitment to developing increasingly sustainable and degradable products to meet the growing demand of cigarette manufacturers throughout the world.

At the heart of the Earth Tones range is the Ochre filter, which is scientifically proven to degrade three times faster than standard acetate filters\*. The enhanced degradability of the Ochre filter is a result of no chemical adhesives being used to bond the fibres of the filter together. This means the filter dissipates noticeably faster than a standard cellulose acetate example. The Ochre filter comes with the added benefit of not being bleach-treated which gives the filter a unique, natural end appearance, offering cigarette manufacturers opportunities for brand differentiation. The Ochre filter also has a higher tar retention rate when compared to standard cellulose acetate filters.

Chris Franklin, Innovation and New Business Development Director revealed, "We are delighted to launch the Earth Tones range which includes the innovative Ochre filter which was the result of intensive research and development. This new offering demonstrates Filtrona's dedication to delivering increasingly degradable, sustainable and environmentally friendly products to the marketplace and we will continue to work on more environmentally focused solutions to add to the new Earth Tones range."



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\*Tests conducted in an external environment over a 12 month period demonstrated that the Ochre filter degrades 3 times faster than a standard cellulose acetate filter

- Ends -

**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.

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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