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Press Release

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FILTRONA FILTER PRODUCTS LAUNCHES THE PERFECT RYO PACKAGE

Filtrona Filter Products has launched a brand new, bespoke packaging service to meet the needs of the growing Roll-Your-Own (RYO) market: customers can now buy innovative RYO filter tips, such as the recently launched Diamond Menthol Pop-a-Tip filter, packaged in branded, retail-ready boxes, bags or Pop-a-Tips, all from one supplier. As a result, it is no longer necessary for customers to have separate filter, packing and packaging suppliers and therefore provides a more cost-effective solution.

With the new bespoke packaging service, Filtrona is able to provide filter tips packaged in high quality, customer-branded bags, boxes or Pop-a-Tips, in any conceivable shape or size, including unusual and novelty designs. As Chris Franklin, Innovation and New Business Development Director, explains: "With this new service, Filtrona can now supply RYO filter products in customer-branded packaging, in anything from a standard rectangular box to a star-shaped bag, if that's what the customer wants. We believe our new service offers a complete solution for RYO filter products, fulfilling our customers' crucial packaging needs efficiently and cost-effectively".

Customers can either supply Filtrona with their own packaging designs, or work with Filtrona's experts to create new designs. Filtrona will then organise the printing and assembly of the packaging, and pack the selected filter tips in it ready for retail use. Alternatively, Filtrona can also pack the filter tips into ready-made packaging provided by the customer. With both options, Filtrona can also arrange for the packaged



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products to be delivered to any distribution centre the customer requests and Filtrona's global footprint and multiple locations means the entire service is very cost competitive.

Filtrona's new packaging service is available with any of the products from Filtrona's extensive RYO range of innovative, high quality filter tip solutions. The RYO range includes filter tips in a variety of flavours, such as the recently launched Diamond Menthol Pop-a-Tip, and the new capsule tip filter, as well as a choice of sizes, and also paper and carbon options. Filtrona can also work in partnership with customers to develop new, bespoke filter tips to meet their specific requirements.

- 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 10 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 Filter Products (Singapore) Pte. Ltd.
238A Thomson Road



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25-04/05 Novena Square
Singapore 307684

E-mail: filtersenquiries@filtrona.com

Telephone number for publication: +(65) 6258 0918

For further press information, please contact:

Melanie Hulbert, Account Manager, Technical Publicity

E-mail: mhulbert@technical-group.com

Tel: +44 (0)1582 390985. Fax: +44 (0)1582 878855