



the difference is {everything}

## Press Release

FIL9279

September 2011

### **NEW FILTER FROM FILTRONA CAN REDUCE PRODUCTION COST OF KRETEKS**

Filtrona Filter Products has launched a new clove-flavoured filter for the Indonesian market called Kretek Aroma. Part of Filtrona's Advantage range, Kretek Aroma enables cigarette manufacturers to reduce the overall production cost of kreteks by making it possible to reduce the amount of actual clove used, without compromising on the flavour or smoking experience, therefore enabling the preservation of this important part of Indonesian culture and heritage.

In recent years the price of cloves has risen by 300%, placing considerable pressure on cigarette manufacturers to control costs whilst still offering not only the flavour, but also the unique sparking and crackling noise associated with kreteks: a result of the ground clove burning. Kretek Aroma supplements the flavour of cloves by using the innovative flavour direct spray application method to incorporate a flavoured additive in the filter. This effectively allows cigarette manufacturers to reduce the actual clove content of kreteks, without altering the user's smoking experience, therefore providing production cost savings. For example, a 20% reduction in actual clove is estimated to offer a 7.5% cost saving, whilst a 50% reduction is estimated to offer an increased cost saving of 19%\*.

Another benefit of Kretek Aroma is that it provides cigarette manufacturers with the opportunity to precisely control the level of clove flavour in their cigarettes, ensuring balanced cigarette design, consistency of taste and the opportunity to develop a truly unique flavour signature, as well as maintain existing ones.

Filtrona's Regional Development Centre, based in Indonesia, played an integral role in the development of Kretek Aroma and Ahmad Fashihul Lisan, Regional Development Centre Manager, was keen to highlight the benefits of the new filter: "Kretek Aroma offers easy and effective flavour addition to cigarettes. We can



the difference is {everything}

work closely with customers to create samples that match the flavour signature of their current products enabling them to continue offering consumers the taste they love, while at the same time reducing overall production costs. Not only that, but Kreteks are a part of Indonesian heritage, and a part that has been threatened recently by the substantial increase in the cost of raw cloves. With Kretek Aroma, it is now possible to preserve this important tradition. Kretek Aroma also comes with the added benefit of being easily compatible with established manufacturing methods and modern high speed equipment\*.

\* Varies by specification and test conditions. Filtrona Filter Products recommends that customers order samples for their own verification

- 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 11 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)

**All reader enquiries should be sent to:**

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



the difference is {everything}

25-04/05 Novena Square  
Singapore 307684

E-mail: [filtersenquiries@filtrona.com](mailto: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](mailto:mhulbert@technical-group.com)

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