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Press Release

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LESS IS MORE: FILTRONA LAUNCHES SMALLEST RYO FILTER YET

Filtrona Filter Products has launched a new ultra slim RYO filter to meet the needs of consumers looking for a smaller filter for use in conjunction with extra slim papers to provide a smooth and elegant smoking experience. The new Micro Slim RYO filter is the smallest RYO filter yet and has a diameter of just 4.7mm and a circumference of only 14.7mm. At 40% smaller than king size filters and 12.5% smaller than super slim filters, the Micro Slim RYO filter is another market first from Filtrona in the field of innovative special filters

In recent years, the popularity of smaller RYO products has increased among consumers keen to tackle rising cigarette costs whilst also maintaining smoking performance. To help manufacturers and RYO suppliers meet this demand Filtrona has launched the Micro Slim RYO filter. Chris Franklin, Innovation and New Business Development Director, explains the advantages: "By using the new Micro Slim RYO filter in conjunction with extra slim papers and less, or expanded, tobacco, consumers can achieve the desired smooth and elegant smoking experience whilst also taking advantage of the cost benefits of combining all these components to reduce the overall cost per cigarette."

The new Micro Slim RYO filter, currently available in loose tip format and menthol flavor, is the latest addition to Filtrona's recently launched RYO range of innovative and high quality filter tip solutions. Also in the range are the new Diamond Menthol Pop-a-Tip and the Sensation Tip RYO filters which are available in a choice of sizes and also paper and carbon options. All of the products in the RYO range are available



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packaged in high quality, retail-ready, customer-branded bags or boxes, in any conceivable shape or size, including unusual and novelty designs directly from Filtrona. This new service, which was launched in September 2011, means that Filtrona can also arrange for the packaged products to be delivered to any distribution centre the customer requests and its global footprint and multiple locations mean the entire service is very cost competitive.

- 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

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