



the difference is { everything }

Press Release

FIL9570

January 2012



FILTRONA LAUNCHES INNOVATIVE NEW CARBON RECESS FILTER

Filtrona Filter Products has launched Smooth Core Recess, an innovative new recess filter containing precisely positioned activated carbon to provide consumers with a smoother and cooler taste experience. Smooth Core Recess is part of Filtrona's Advantage Range and offers the performance benefits of carbon filtration, together with high impact visual differentiation due to the recessed end design, enabling manufacturers to enhance the identity of their brands in highly competitive markets.

In recent years, the popularity of recessed cigarettes has grown, particularly in Turkey, Russia and Eastern Europe where cigarettes incorporating distinctive end appearances are popular. This has led to an increased demand for ever more innovative recessed filter options, including filters containing activated carbon. Chris Franklin, Innovation and New Business Development Director, explains how Filtrona's new product meets this demand: "Smooth Core Recess is a recessed version of the Smooth Core filter, which has been acknowledged as 'once-in-a-decade' technology and is our latest innovation in the field of activated carbon filters. The carbon element of Smooth Core Recess enables manufacturers to use harsher tobacco and balanced cigarette design to reduce the overall cost of a cigarette, whilst the recessed ends provides visual differentiation. The combination of these two benefits in one filter enables cigarette manufacturers to customise the filter and their brand accordingly to stand out in challenging markets."



the difference is { everything }

Smooth Core Recess works by enabling Mainstream smoke to flow directly through concentrated activated carbon to provide a cooler taste experience and a distinct delivery of smoke. The central and precisely positioned carbon also leads to higher levels of filtration and vapour phase reduction. The filter is manufactured by injecting a precise quantity of granulated activated carbon into a pod into the filter's tow material. It is then wrapped in an outer plugwrap, which is longer than the filter, to create the recess. This outer plugwrap is stiff compared to other filter types and is especially designed to provide a high-quality end appearance.

Smooth Core Recess is the latest product in Filtrona's Advantage Range of 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 is the Randomly Orientated Acetate (ROA) Filter, available in both standard and Super Slim sizes, and Filtrona's most affordable filter yet - the Infused filter – which uses paper, combined with specially developed additives to ensure that the familiar taste of cellulose acetate is maintained, but at a lower cost.

For further information please visit: www.filtronafilters.com/smoothcorerecess

- 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.



the difference is { everything }

With 9 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
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