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## Press Release

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### **FILTRONA LAUNCHES NEW FILTER WITH SHAPED COAXIAL CORE**

Filtrona Filter Products has launched a new filter which combines different technologies to provide optimum performance as well as visual differentiation. The new Shaped Coaxial Core Filter uses the innovative two tow coaxial configuration of the well established Coaxial Core Filter, alongside a similar process which is used to shape tow for Shaped Acetate Filters and Tube Segment Filters from the recently launched Icon range. The result is a filter which not only offers performance benefits, such as significantly reduced levels of carbon monoxide and other compounds when used with cigarette ventilation, but also one that offers even more visual differentiation thanks to its shaped inner core.

Performance-wise, in the same way as the Coaxial Core Filter, the Shaped version uses different types of material in a coaxial configuration which, when used with cigarette ventilation, can give a significant reduction of carbon monoxide and other vapour phase gases without reducing tar levels by the same factor in a ventilated cigarette. It also offers good cigarette draw resistance, even with high ventilation, to retain a high-quality smoking experience. Additionally, a wide range of material combinations, lengths, and circumferences can be selected which allows the smoke flow, levels of tar and nicotine retention, reduction of carbon monoxide present, and the draw resistance to be controlled.

To provide visual differentiation, the inner core may be formed into a variety of cross-sectional shapes which can be coloured for increased brand differentiation or anti-counterfeiting purposes. The filter is then wrapped in a plugwrap, which can be standard or porous depending on the required ventilation.



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The Shaped Coaxial Core Filter's excellent flexibility ensures each construction is precisely designed to suit the taste and filtration requirements of individual cigarette manufacturers, enabling them to enhance a particular brand through visual differentiation, without compromising on performance.

For more information on the Shaped Coaxial Core Filter, please visit

<http://www.filtronafilters.com/Shaped%20coaxial%20core.htm>

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