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Press Release

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FILTRONA TO SHARE INNOVATION EXPERTISE AT TABINFO

Filtrona Filter Products has been invited to share its expertise about innovative filtration solutions at the TABINFO ASIA 2009 Congress in Bangkok on Wednesday 11th November 2009. Paul Morris, Sales Director Asia for Filtrona Filter Products, will join a panel of experts and commentators from different industry suppliers to discuss current and possible future innovations in the tobacco industry. Paul's role on the panel will be to share Filtrona's expertise in relation to innovative filter solutions and provide information on the latest solutions available to cigarette manufacturers such as Filtrona's new Icon range.

Paul Morris said of his involvement in the Congress: "I'm delighted to have been asked to join the panel discussing innovation in the tobacco industry at the TABINFO Congress. Filtrona is the world's leading independent supplier of innovative special filters for the tobacco industry and so is ideally placed to be involved this debate. We have been developing innovative filter solutions for over 50 years and our recently launched Icon range of distinctive end appearance filters demonstrates that we are continuing to provide our customers with innovative solutions to their cigarette filtration needs. I'm looking forward to taking part in the Congress and to having the opportunity to share Filtrona's insights into filter innovation. I understand the audience is also given an opportunity to get involved and ask questions so I look forward to being able to help with specific questions as well as have input into the general debate."

A recent example of Filtrona's continuing innovation can be seen from its new Icon range. The Icon range consists of four different cigarette filter products which can be customised to deliver twelve further variants, making it ideal for the new distinctive end appearance market. These premium filters combine high impact end appearance, through visually differentiated designs, with high levels of performance, through filtration and vapour phase reduction, to add real value to a cigarette brand.



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Paul will take part in The Innovators Forum at the TABINFO ASIA 2009 Congress in Bangkok on Wednesday 11th November at 10.40am. Anyone interested in attending can register online via the TABINFO website at www.tabinfoasia09.com. Further details about the Congress schedule are also available here.

- 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 more than a dozen 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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