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Press Release

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FILTRONA LAUNCHES NEW ICON RANGE HAVING IDENTIFIED RAPIDLY GROWING MARKET SEGMENT

Following recent research, Filtrona Filter Products, has identified an exciting new niche market segment for which it has designed a new range of filters. The new 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 the company has identified. These premium filters combine high impact end appearance with performance to add real value to a cigarette brand.

The research, which uses data from Euromonitor International, shows that over 80 billion cigarette sticks using Icon-style filters (i.e. filters with a distinctive end appearance) are sold each year, with a year-on-year market segment growth rate of +5.6%. Significant markets already using Icon-style filters include Russia, Ukraine, Bulgaria, Japan, South Korea, Turkey and the USA. The research also demonstrates that the distinctive end appearance market is highly exclusive, with cigarettes using Icon-style filters representing just 2% of the global premium cigarette brand segment. Filtrona's Icon filter range will be made to customer specification, providing opportunities for brand differentiation, and will enable cigarette manufacturers to branch into this growing niche market by offering their customers a high-quality, visually differentiated brand.

The Icon range includes the Recess filter which offers great design flexibility to include additives such as activated carbon or flavours, CPA™ segments or a super slim format for visual brand differentiation and a unique smoking experience. The Shaped Acetate filter provides a new distinctive look to recessed filters with a high quality end appearance. The Tube Dual filter has excellent design flexibility and precise shape



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delivery. The Shaped Plastic filter uses cutting-edge material combinations to provide a filter with a high quality, robust end appearance.

Sample making and production capacity for this new range of filters is in place in key strategic locations ready for launch now and Filtrona continues to work closely with its development partners to create new filters and filter variants for the Icon range.

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