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## Press Release

FIL8053  
September 2009

### **PAPER – MORE THAN JUST PLUG WRAP? Filtrona Shares its Knowledge at Industry Seminar**

At a recent industry seminar, **Filtrona Filter Products** shared its knowledge on the use of paper in special filter products with customers, manufacturers and suppliers from the tobacco industry. Demonstrating that paper is more than just plug wrap, Dr James Rostron, Project Manager for Filtrona, told delegates how the use of paper in filters can also be used to create brand differentiation, as well as offer a cost-effective, higher retention option when compared to filters that use cellulose acetate.

Dr Rostron's presentation started with a look at the use of paper as plugwrap. He explained how it plays an essential role during the filter manufacturing process as well as helping to control the delivery of tar, nicotine and CO of the final cigarette through ventilation. He then went on to talk about the other advantages of using paper such as the scope it provides for brand differentiation as is demonstrated by Filtrona's Recess and Combined Performance Advanced (CPA) Filters.

"Filtrona's Recess Filter," Dr Rostron explained "uses a heavier, stiff plugwrap which provides the rigidity needed to create the alternative recessed end appearance and is used most on premium brand cigarettes. Further differentiation is also possible by using coloured plug wraps." Dr Rostron then showed how the CPA Filter also uses paper to create visual differentiation through the use of a paper inner wrap and a proprietary embossing process to create 'flutes' along the length of the filter. He continued: "As well as a unique end appearance the flutes also result in increased retention when compared to the industry standard monoacetate."



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Paper filters also enable technical benefits such as those demonstrated by Filtrona's Active Paper™ and White Dual Rod Filters. For example, the White Dual Rod Filter includes a paper segment to enable low tar products without the need for extra ventilation. The final part of Dr Rostron's presentation looked at the advantages of using paper in filters from a cost perspective given the rising price of cellulose acetate which he said had increased per kilogram by nearly 30% on average in the last four years. Dr Rostron also touched on the point that paper filters are more ecologically friendly and can be perceived by consumers to be a more natural product thanks to their degradability.

Filtrona Filter Products can supply a number of special filters that use paper including the Recess filters, the CPA and CPA Dual Filters, the Active Paper™ Filter and the White Dual Rod Filter as well as the Crest Paper Filter™, the Myria Paper Filter™ and the Puracel Paper Filter™.

For more information on Filtrona's paper filter products, please visit [www.filtronafilters.com/pooverview.htm](http://www.filtronafilters.com/pooverview.htm)

To download a copy of Dr Rostron's presentation, please visit:

<http://www.filtronafilters.com/PaperSeminar.htm>

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