



the difference is { everything }

Coloured Carbon added to the new range of Alternative Additives

Filtrona Filter Products having been working closely with an activated carbon supplier to develop a range of coloured carbons which retain comparable levels of activity with standard carbon. The first set of colours available for commercial production include blue and red. We can also work closely with you to produce any number of customised colours.

Make your brand of carbon-filtered cigarettes stand out from the rest with this attractive new material. The colours can be used as an anti-counterfeiting material or linked to levels of activity to establish a range of carbon sub-brands. We can work with you to develop the best filter to show off this extraordinary material.



Filtrona Filter Products

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Alternative Additives

Coloured carbon is just one of the new Alternative Additives available from Filtrona Filter Products (<http://www.filtronafilters.com/AltAdd.aspx>). We are continually investigating ways to improve the materials we use to produce our filters and the Alternative Additives range will continue to grow as these new and exciting materials become available for commercial production. If you would like to keep up-to-date with these new materials, please subscribe to our e-newsletter (<http://www.filtronafilters.com/enewsletter.aspx>).

Furthermore, our knowledge and innovation of many different types of materials mean that we can work closely with you to develop bespoke additives. The choice available in the Alternative Additives range represents only a small proportion of the materials being researched and developed by the Filtrona Technology Centre. We recommend that you discuss any possible ideas about new materials with us (To contact us: <http://www.filtronafilters.com/contact.aspx>).

Add value to your brand with a Filtrona special filter. Add even more value with an Alternative Additive.



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