

Press Release

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FILTRONA LAUNCHES NEW SUPER SLIM RANGE

Filtrona Filter Products, world-leading supplier of innovative specialist filters to the tobacco industry, is launching a new range of filters designed for the growing Super Slim market.

The nine new products in the Super Slim range will offer all of the benefits of Filtrona's innovative, high quality, standard size special filters in a Super Slim configuration, alongside the visual differentiation, consumer taste and smoking experience, performance differentiation and cigarette production benefits traditionally associated with Super Slim products. Additionally, Filtrona's Super Slim filter range will be made to customer specification, providing them with the ability to differentiate their brands and branch into niche markets.

The Super Slim Recess Filter provides a high quality appearance for visual brand differentiation with a unique smoking experience whilst the Super Slim HRVPA Dual is a bio friendly filter which provides higher tar and nicotine retention than standard filters but in a Super Slim size. The Super Slim HAT Dual has niche market appeal due to the design flexibility and subsequent unique brand designs possible. The Super Slim ActivePatch™ provides a unique ability to maintain a conventional smoking experience and taste, with the purity of carbon and the Super Slim CPA Dual has a distinctive end appearance for visual brand differentiation.

The Super Slim Triple Segment Filter uses three segments in one filter which enables opportunities for innovative filtration solutions and taste modification depending on the materials and additives chosen. The Super Slim ROA (Randomly Orientated Acetate) has a significant tow weight saving versus mono acetate Super Slim (around 20%) and uses regular tows instead of premium priced Super Slim denier tows. Finally, the Super Slim Carbon Paper Duals uses carbon embedded into the paper to provide the benefits of carbon with reasonable loadings. The Super Slim CPA Mono Filter has a unique end appearance for visual differentiation and offers enhanced tar and nicotine retention without the need for increased draw resistance or higher ventilation.

Sample making and production capacity for the new range is in place in key strategic global locations of expertise ready for the launch at the end of March and additional Super Slim products continue to be developed.

- Ends -

Editor's notes:

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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