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Press Release

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FILTRONA PROVIDES INSIGHT INTO FUTURE OF FILTER MARKET AT 9TH RHODIA COLLOQUIUM

At the recent Rhodia Colloquium, Filtrona Filter Products gave an expert insight into the future of the global filter market. The three presentations given by the company provided the customers, manufacturers and suppliers from the tobacco industry at the event with detailed information on harm reduction, degradable filters and the future of the Super Slim and visual differentiation markets, as well as the future of smoking in general.

Dr Mike Taylor, Director of Scientific Development, Filtrona Scientific Services, looked at the critical issue of harm reduction and explored the question of what constitutes a reduced harm cigarette. Dr Taylor provided delegates with the latest information on the various methods for reducing tar and harmful smoke compounds and the crucial role that cigarette filters can play, as well as examining the potential for future developments in this area.

Dr James Rostron, Project Manager, Filtrona Technology Centre, gave a presentation entitled '*The Search for More Degradable Filters*' which examined the issues with cigarette related litter and the increasing need for more environmentally friendly and degradable filter products. Dr Rostron presented a detailed analysis of the benefits and limitations of possible alternative filter materials to cellulose acetate tow, and also provided the results of Filtrona's initial tests on Rhodia's new DE-TOW, which is manufactured with an enhanced photodegradant.

Finally, Chris Franklin, Innovation and New Business Development Director, Filtrona Filter Products, analysed global and regional cigarette sales trends in relation to different filter types and the prevalence of smokers. Mr Franklin's presentation also examined the Super Slim market and the increased popularity of



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Super Slim products in Eastern Europe and the Asia Pacific region. Mr Franklin then went on to provide an update on the visual differentiation market, including coloured tow, and also looked at the future of smoking.

All of the above presentations are now available online and can be downloaded from:
www.filtronafilters.com/RhodiaColloquium2011

- 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 11 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

All reader enquiries should be sent to:

Filtrona, Avebury House, 201-249 Avebury Boulevard, Milton Keynes, MK9 1AU

E-mail: filtersenquiries@filtrona.com

Telephone number for publication: 01908 359100



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For further press information, please contact:

Melanie Hulbert, Account Manager, Technical Publicity

E-mail: mhulbert@technical-group.com

Tel: +44 (0)1582 390985. Fax: +44 (0)1582 878855