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Press Release

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FILTRONA HIGHLIGHTS ABILITY OF CIGARETTE DESIGN TO HELP TACKLE ILLICIT TRADE

Following the release of new figures showing that counterfeit cigarette consumption is still on the rise globally, Filtrona Filter Products, a division of Filtrona PLC, is highlighting the ability of cigarette design to help tackle illicit trade. Indeed, the use of innovative, technically sophisticated special filters can make copying tobacco products very difficult. As Managing Director of Filtrona Filters, PT Sreekumar, comments: "With consumers affected by recession, the growth of the market for counterfeit and smuggled cigarette products is an increasing area of concern for everyone in the industry. However, a number of innovative solutions are now available, such as sophisticated filter designs that are very difficult to replicate and advanced scientific testing services to verify the authenticity of cigarette products, enabling manufacturers to respond and meet the challenge of illicit trade head on."

The global trade in contraband and counterfeit tobacco products accounted for c. 572 billion cigarettes in 2011, representing 9% of the total cigarette volume. In the EU alone, illicit cigarette consumption was estimated to have increased by 1.1 billion in 2011 to a total of 65.3 billion cigarettes, the highest ever recorded figure and larger than the total legal cigarette markets of France and Portugal combined¹. In order to tackle this growing issue, Filtrona Filters can provide customers with a range of specially designed filters that use a high level of technical expertise, recognisable visual indicators and quality that would be very challenging to counterfeit.

The company's Icon range of filters, for example, offers filters with high-impact visual differentiation possibilities, like the recently launched Autograph and Insight filters. Another example is the Combined Performance Superior™ filter which has a distinctive fluted end appearance and can also include a coloured inner wrap.



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An additional key concern is that counterfeit cigarette products are not tested and therefore potentially contain harmful levels of compounds. Independent, accredited laboratories, such as Filtrona Scientific Services, offer a wide range of analytical services that can test products to ensure they are not fake, including measuring smoke constituents in counterfeit goods against EU 10-1-10 thresholds. Filtrona Scientific Services can also take this one step further and work closely with the customer to better understand the analysis of the tobacco smoke.

1 – KPMG study on illicit trade in the EU for Phillip Morris International:
<http://investors.pmi.com/phoenix.zhtml?c=146476&p=irol-newsArticle&ID=1706757&highlight=>

- Ends -

Notes to Editors:

About Filtrona Filter Products

Filtrona Filter Products is the world's leading independent supplier of innovative special filters for the tobacco industry. Headquartered in Singapore, 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 9 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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About Filtrona plc

Filtrona plc (or “the Company”) is a FTSE 250 company and a leading international supplier of specialty plastic, fibre and foam products with four principal operating division: Protection & Finishing Products, Porous Technologies, Coated & Security Products and Filter Products. The Company focuses on the light manufacture and distribution of high volume, essential components which serve customers in a wide variety of end-markets and geographies.

Headquartered in the United Kingdom, Filtrona plc’s global network extends to 29 countries and includes c. 4,100 employees, 34 principal manufacturing facilities, 63 sales & distribution operations and 5 research & development centres.

For further information on Filtrona plc please visit www.filtrona.com