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Press Release

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FILTRONA'S NEW AUTOGRAPH™ FILTER HELPS MAKE BRANDS THE CENTRE OF ATTENTION

Filtrona Filter Products has launched the Autograph filter, a filter with a coloured cellulose acetate extruded thread which can be shaped in a variety of ways and detailed designs*. At up to 2.5mm, it is the largest diameter coloured thread filter available on the market. As a result, the Autograph filter, which is the latest addition to the company's Icon Range, offers cigarette manufacturers high impact visual differentiation possibilities by providing a superior method of indicating a brand's quality or levels of performance.

The global market for cigarettes incorporating Icon-range filters has grown at a steady rate of 2.4% over the last five years, especially in growth markets such as Russia, Ukraine, Turkey, China and Southern Asia, where premium products are used as indicators of social status. This growth demonstrates a clear consumer demand for premium products with visual differentiation and was a driving factor in the development of the Autograph filter.

Chris Franklin, Innovation and New Business Development Director explains the advantages further: "With the increase in dark markets, the Autograph filter enables cigarette manufacturers to create a unique signature for their brands and communicate the brand values of premium products directly to consumers. In addition the Autograph filter can be combined into a multi-segment filter to include flavour, activated carbon or a recess, and the shaped, coloured thread can then be used to communicate a particular brand's performance or taste characteristics."



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The Autograph filter is available with a thread in a wide variety of detailed shapes and any conceivable colour. The addition of dyes to the Autograph filter's cellulose acetate extrusion means that the colour of the thread is extremely flexible and can be designed to exactly match a brand's colour for example. The filter is currently available in standard filter circumference, with slim and super slim versions to follow in the future.

For further information please visit: www.filtronafilters.com/autograph

*- Filtrona Filter Products recommends that customers order samples for their own verification of the exact colours and shapes achieved

- 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 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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