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Press Release

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NEW SUPER SLIM KRETEK FILTER FROM FILTRONA FILTERS COMBINES AFFORDABILITY AND ELEGANCE

Filtrona Filter Products, a division of Filtrona PLC, has launched a super slim version of its clove-flavoured Kretek Aroma filter to meet the growing demand from the Indonesian market for cigarettes with a super slim format. The Super Slim Kretek Aroma filter combines the reduced production cost benefits of Filtrona Filters' unique clove-flavoured filter technology with the elegance of a super slim format, and is part of Filtrona Filters' new Indonesian Solutions product range.

In recent years the global demand for super slim cigarettes has increased rapidly with end users attracted to them for their appealing size and the convenience of a shorter smoking time. In Indonesia specifically, the cost pressures of producing clove cigarettes and the increasing demand for super slim cigarettes has led to a niche market for products which combine the luxury of a super slim cigarette together with the flavour and unique sparking and crackling noise associated with kreteks.

The Super Slim Kretek Aroma filter offers cigarette manufacturers a cost effective way of meeting this need as Ahmad Fashihul Lisan, Manager of Filtrona Filters' Regional Development Centre in Indonesia explains: "Super Slim Kretek Aroma supplements the flavour of cloves in the tobacco by incorporating a specially developed flavoured additive in the filter. This effectively allows cigarette manufacturers to meet the challenge of rising clove costs by reducing the actual clove content of kreteks, without altering the user's



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smoking experience, therefore providing production cost savings. The combination of this with the popular Super Slim format makes it unique to the market.”

Another benefit of Super Slim Kretek Aroma is that it provides cigarette manufacturers with flavour engineering opportunities by enabling them to precisely control the level of clove flavour in their cigarettes, ensuring balanced cigarette design, consistency of taste and the opportunity to develop a truly unique flavour signature, as well as maintain existing ones. Additionally, the Regional Development Centre in Indonesia can work closely with customers to create and test multiple samples that match the flavour signature of their current products enabling them to continue offering consumers the taste they recognise.

Super Slim Kretek Aroma is part of Filtrona Filters’ new Indonesian Solutions range of products, which have been specifically designed for the Indonesian market to reflect its smoking culture and heritage. Other products in the new range include the Kretek Aroma filter in standard circumference, the Super Slim range, Sensation and CPS filters.

For further information on Filtrona Filters’ new Indonesian Solutions range please visit: For more information, please visit www.filtronafilters.co.id/sskretek.aspx

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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.



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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

About Filtrona plc

Filtrona plc ("Filtrona") is a FTSE 250 company and a leading international supplier of speciality plastic, fibre and foam products with four principal operating divisions: Protection & Finishing Products, Porous Technologies, Coated & Security Products, and Filter Products. Filtrona 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'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 info on Filtrona plc please visit: www.filtrona.com

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