



---

## ESSENTRA

FILTER PRODUCTS

---

**Release Ref:** EFP1826

**Issue Date:** April 2014

---

### **ESSENTRA FILTER PRODUCTS SHOWCASES LATEST STATE-OF-THE-ART PRODUCTION FACILITY IN DUBAI**

Essentra Filter Products, a division of Essentra plc, has showcased its recently opened state-of-the-art production facility in Dubai for the first time. The facility, which initiated production in November 2013, currently has the capacity to manufacture approximately 3 billion filter rods a year, and has been established by Essentra Filter Products to further meet the requirements of cigarette manufacturers based in the Middle East and North Africa (MENA) region for innovative filter products and solutions.

P T Sreekumar, Managing Director of Essentra Filter Products, commented: *“By opening our latest production facility we are now better placed than ever before to meet the strategic needs of customers in the MENA region. This significant move means we have extended our global footprint and manufacturing capacity, and ensures Essentra Filter Products has both a strong local presence and the capacity to supply cigarette manufacturers in the region with a highly efficient source of special filter products, supported by Essentra’s extensive technical expertise and experience.”*

Essentra Filter Products’ newest filter manufacturing facility is situated 70kms from Dubai city in the Jebel Ali Free Zone, one of the largest free zones in the United Arab Emirates, and was constructed in just 118 days from first breaking ground to the official opening of the plant on 29th August. The total area covered by the new facility is 2,500m<sup>2</sup>, encompassing a 750m<sup>2</sup> production area, 650m<sup>2</sup> warehouse, 500m<sup>2</sup> offices and a testing laboratory, with the capacity to expand the facility by the same amount again in the future.

The plant is managed by a dedicated team, currently comprising 22 employees, which is headed up by General Manager Purushotham Gururaj. The state-of-the-art, fully air-conditioned facility has been designed for optimum machine and material storage for cost effectiveness, and features production and testing equipment. The factory meets Essentra's internal high standards for quality, and is on course to achieve the triple certification of ISO 9001, ISO 14001 and OHSAS 18001 by the second half of 2014.

Essentra FZE, the Group company responsible for operating the facility in Dubai, is currently able to manufacture a range of standard cellulose acetate filters, slim and super slim, and flavoured filters; and is in the process of establishing the capacity to produce a variety of Essentra's other recently launched special filters, including carbon and environmental variants. In addition, it is expected that the facility will have the capacity to introduce the new filter innovations Essentra is planning to launch to the market in the coming years.

*ENDS*

#### **Notes to Editors:**

##### **About Essentra Filter Products**

Essentra Filter Products is the world's leading independent solutions provider and partner for special filters and scientific services to the tobacco industry. Headquartered in Singapore, the company provides its customers with a complete service offering innovative filter solutions, expert guidance and state-of-the-art scientific testing. As legislation becomes more stringent, and the industry demands more sophisticated products to meet regulatory and end-user requirements, Essentra's unparalleled expertise, resources and breadth of vision enable it to deliver the optimum solution to any customer, anywhere in the world.

Amongst its filter solutions, Essentra Filter Products offers products to provide brand and visual differentiation, to reduce the overall cost of a cigarette and which are more environmentally friendly than standard filters. The company also provides a cost-effective end-to-end service to the RYO market of innovative filter tips available packaged in branded, retail-ready boxes, in a complete range of shapes and sizes, all from one supplier. With nine strategically-located manufacturing facilities around the globe and a state-of-the-art scientific laboratory, Essentra's team of highly knowledgeable and experienced experts and representatives are ideally positioned to work in partnership with customers to meet their product development, scientific testing and regulatory needs.

Essentra Scientific Services, part of the Filter Products division of Essentra plc, is a world-leading, internationally accredited (ISO 17025) laboratory offering commercial and analytical testing, guidance and product solutions. With a global reputation for innovation in tobacco science, the laboratory, based in Jarrow, UK, enables customers to specify the exact level of testing they require and offers a diverse range of services, including testing for tobacco, other tobacco products, electronic cigarettes, smoke and filter testing.

To find out more about Essentra Filter Products, visit [www.essentrafilters.com](http://www.essentrafilters.com)

To find out more about Essentra Scientific Services, visit [www.essentrafilters.com/scientificservices](http://www.essentrafilters.com/scientificservices)

### **About Essentra plc**

Essentra plc (“Essentra”) is a FTSE 250 company and a leading international supplier of speciality plastic, fibre, foam and packaging products with four principal operating divisions: Component & Protection Solutions, Porous Technologies, Packaging & Securing Solutions, and Filter Products. Essentra 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, Essentra’s global network extends to 32 countries and includes c. 5,700 employees, 42 principal manufacturing facilities, 64 sales & distribution operations and 5 research & development centres.

For further info on Essentra plc please visit: [www.essentra.com](http://www.essentra.com)

### **All reader enquiries should be sent to:**

Essentra Filter Products (Singapore) Pte. Ltd.  
238A Thomson Road  
25-04/05 Novena Square  
Singapore 307684

E-mail: [enquiries@essentrafilters.com](mailto:enquiries@essentrafilters.com)

Telephone number for publication: +(65) 6258 0918

### **For further press information about Essentra plc please contact:**

Joanna Speed, Corporate Affairs Director, Essentra plc

E-mail: [joannaspeed@essentra.com](mailto:joannaspeed@essentra.com)

Tel: +44 (0)1908 359100

Richard Oldworth, Jeremy Garcia, Buchanan

Tel: +44 (0)20 7466 5000

**For further press information about Essentra Filter Products please contact:**

Christopher Butcher, Account Manager, Technical Publicity

E-mail: [cbutcher@technical-group.com](mailto:cbutcher@technical-group.com)

Tel: +44 (0)1582 390989