

PME Industrial Services Department
Highlights, May 1975

(Period covered : May 2 - June 5 1975)

4. Industrial Services

4.1. Materials

Price reductions : 8-14% on cellophane, 5% on aluminium foil, 12 on plug wrap (supplier Glatz). The outlook for 1976 for aluminium is that the mills outside the U.S.A. will use their full production capacity, with the prices again on an increasing trend.

A new type of non-obvious perforation on tipping paper was presented by Benkert.

4.2. Research

Dr. Gaisch received Iranian visitors (Messrs Etrat and Ghobadi). He accompanied Mr. Isenring to Finland for a Smoking and Health meeting.

Germany : The Association is considering the nicotine-free tar as a measure for the smoke condensate. The same proposal is under consideration in ISO. This would lead to numbers lower by approximately 1 mg in the league tables.

U.K. : The Hunter protocol on testing procedures for tobacco substitutes and additives has been established in its final form, but is not yet officially published.

Switzerland : A quite objective series of radio broadcasts on the cigarette, on both the technical and the health aspects, has been started in May.

The "Polonium-210 in cigarette smoke" issue was brought forward again by Harvard scientists, and found its way into newspapers in various European countries. Comments were received from Dr. Osden and Dr. Gaisch.

A completion report on the Determination of Surface Properties Adsorbents; Part I, was produced by Dr. Jeanneret.

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4.2. Research (continued)

Pesticides : The Richmond Research Center could detect approximately 1 microgram of ethylene thiourea in the smoke of cigarettes made with tobacco containing 50 ppm of Zineb (an extensively used anti-blue mold fungicide in Europe). This is unpleasant news.

4.2. Product Quality and Specifications:

Pesticide residues in FTR and Burrus cigarettes were compared; both were of a similar level. Exceptions : There were no dithiocarbamates in Burrus cigarettes ; the cigarette GALLANT had a high DDT residue level.

The following cigarettes for the Swiss market reached a lower tobacco-weight tax category : CHAMPION, AMBASSADOR BOX and KING SIZE, MERCEDES BOX and KING SIZE, NORTH POLE, as of May 1, 1975.

Project HAWAII (Ambassador and Marlboro cigarettes in 200's cartons with cellowrap) was implemented in May 1975. The tar level of Philip Morris Multifilter 85's was lowered by 1-2 mg by changing the cigarette paper.

U.K.: On the latest league table, MARLBORO with 16 mg tar is now listed in the "Low to middle tar" class. MARLBORO for U.K. ex Holland has 18 mg tar.

4.2. Brand Development

Switzerland: First production run of MARLBORO LIGHTS for launch in early June 1975. Reynolds launched their "nicotine-free" brand Reynolds No.1 with 0.09% nicotine in the blend. Reemtsma introduced Astor Mild (16.8 mg tar) and R6 (11.4 mg tar). Imperial introduced John Player Special, 90 mm, manufactured by ATW in Austria (cased blend of tobaccos; 20 mg tar).

Germany : The projects MARLBORO LIGHTS, KLAUS and KICK were reviewed in a meeting between the German Marketing and the brand development group. Some product objectives were re-defined.

Sweden : "BEST" has been regionally launched.

U.K. : COCKPIT RED's were made for an extended usage test.

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4.2. Process Development

Nothing to report.

4.3. Special ProjectsMarlboro Tar and Nicotine Reduction:

Paper change to more porous cigarette paper : All affiliates are expected to implement the change latest in July 1975.

Filter RTD increase : Implemented in FTR since May 1, 1975. In Holland, to be introduced as of June 1, 1975.

Marlboro 100's with Hauni dilution reduced the tar from 21.8 to 20.1 mg.

Stem Improvement and Expansion:

The FTR-manufactured Ambassador cigarettes contain 7.3% Esther in the blend as of May 6, 1975. Stem expansion in FTR on behalf of the Munich factory will be authorised by the Munich Customs on a trial basis.

Reconstituted-Tobacco Plant Project

A project progress meeting was held on May 5, 1975. Messrs. Friedrich and Stutzmann reported on the results of the first phase of their meeting. The general conclusion is that the cost of producing reconstituted tobacco in a PME-owned plant will be more expensive than purchasing it from LTR, if the quantities to be produced will not be significantly higher than assumed in the project study. A review of these assumptions is currently under way.

A process alternative - the Australian TFP process in an appropriate modification - was discussed with Mr. G. Olorenshaw of PM Australia. This route will be explored in a next step.

Other Projects

Nothing to report on in the following projects:

- Cigarette Diameter Reduction
- Ripper Shorts
- NTSM
- Filter Length Increase Project
- Material Economy Programme
- Flavour Reinforcement and Transfer
- Filter Development
