

Lorillard

MEMORANDUM

January 15, 1988

---

TO: Dr. A. W. Spears

FROM: David A. Hicks <sup>DGH</sup>  
Quality Chemist  
Quality Assurance

SUBJECT: Competitive New Product Audit

Analysis of 100-mm Benson & Hedges Lights Menthol Box received from Maine and produced during September, 1987 by Philip Morris was performed according to our usual procedures. The attached data reflect the analysis of these results along with previous audits performed on this product. The most current audit is listed last.

A zero value indicates no data were available for the respective test in that audit.

88765193

COMPETITIVE AUDIT REPORT

-----

BRAND	BRAND	PACK	COMPANY
	TYPE	TYPE	
BENSON & HEDGES	MENTHOL	CP	PHILIP MORRIS

CIGARETTES

SAMPLE NUMBER	PRODUCTION MONTH	CIGT LEN (mm)	CIG WT	CIRC (mm)	PRESSURE DROP CONTROL	PRESSURE DROP FILTER
5265	SEPT	98.1	1.058	24.2	65.2	177.6
5267	SEPT	98.2	1.061	23.9	71.8	168.0
5430	SEPT	98.2	1.071	24.0	66.8	163.8

TOBACCO

SAMPLE NUMBER	PRODUCTION MONTH	TOBACCO WEIGHT	PERCENT MOISTURE	PERCENT PUFFED TOBACCO	PERCENT FIRMNESS	FILLER DENSITY g/cc@13%
5265	SEPT	737	14.4	9.6	75.80	0.238
5267	SEPT	750	15.0	10.2	78.30	0.246
5430	SEPT	741	14.4	7.8	76.80	0.242

FILTER AND PAPER

SAMPLE NUMBER	PRODUCTION MONTH	FILTER LENGTH	FILTER WEIGHT	FILTER COLOR	FILTER MATERIAL	TIPPING LENGTH	CITRATE
5265	SEPT	31.6	194	WHITE	ACETATE	36.1	POS
5267	SEPT	31.2	192	WHITE	ACETATE	36.0	POS
5430	SEPT	31.3	190	WHITE	ACETATE	36.0	POS

88765194

COMPETITIVE AUDIT REPORT

-----

BRAND	BRAND TYPE	PACK TYPE	COMPANY
BENSON & HEDGES	MENTHOL	CP	PHILIP MORRIS

TOBACCO ANALYSIS

SAMPLE NUMBER	PRODUCTION MONTH	% MENTHOL	% TOTAL NITROGEN	% TV8	% NICOTINE	VOLUME cc/50g GD.TOB	% ASH	% REDUCIBLE SUBSTANCES
5265	SEPT	0.590	3.14	0.78	1.88	199	14.4	8.1
5267	SEPT	0.580	3.20	0.53	1.74	212	14.2	7.5
5430	SEPT	0.634	3.01	0.63	1.87	206	14.3	7.5

SMOKE ANALYSIS

SAMPLE NUMBER	PRODUCTION MONTH	PUFF COUNT FILTER	AIR DIL	CPM FILTER	NICOTINE FILTER	CARBON MONOXIDE FILTER	FILTER EFFICIENCY FOR CPM	FILTER EFFICIENCY FOR NIC	FILTER EFFICIENCY FOR CO
5265	SEPT	8.6	25.0	11.1	0.78	0.0	58.1	52.1	26.9
5267	SEPT	8.4	26.4	19.2	0.75	0.0	46.3	50.6	28.4
5430	SEPT	8.7	27.9	10.1	0.82	11.2	62.2	53.5	27.4

SAMPLE NUMBER	COMMENTS
5265	TWO ROWS OF PERFORATIONS IN TIPPING PAPER
5267	TWO ROWS OF PERFORATIONS IN TIPPING PAPER
5430	TWO ROWS OF PERFORATIONS IN TIPPING PAPER

86765195