

Introduction

This Greendot review covers the last 12 months of technical progress in the project and the change in strategy concerning the various product options. Broadly, the overall objectives of the project remain the same, namely, 'To determine the practical routes to develop products which retain the conventional cigarette attributes of appearance, smoking mechanics and taste, while delivering a highly modified tar (in terms of composition, quality and dose). Selected product options will offer a significant reduction in sidestream.

To identify markets and market segments for such products and to incorporate consumer acceptance and degree of flexibility into the technical approach of Greendot'. (Slide 1).

In April, at the end of Greendot Year 1, the project was critically reviewed against the goals set out at the RPG review in Austria (Slide 2). These were:

- A. Initial experimentation:
 - 1. Determination of suitable materials for rod construction.
 - 2. Definitive levels of tar and nicotine to be generated.
 - 3. Construction of initial prototypes.
 - 4. Construction and evaluation of sensory measurement equipment.
- B. Detailed review and evaluation of literature.
- C. Acquisition of novel components and equipment.
- D. Completion of initial phase of market research and market definition.
- E. Major review of experiments and prototype products leading to confirmation and/or redefinition of objectives and resource allocation.

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Points A - D were fully accomplished in Year 1 and the overall objectives for the project were reaffirmed in April 1989. However, the Greendot team, after discussions with groups in BAT (UK&E) (Marketing, Leaf and Regulatory Guidance), BATCo, and BAT CF Hamburg, decided to focus the technical activity into two product driven work areas.

The remainder of this presentation will review the changes in Greendot product strategy over the last 12 months and outline the work programme to the end of Year 2 (April 1990).

Technical Progress.

At the RPG meeting in Austria last year the initial structure of the project and product objectives were presented. This included four crude prototypes to demonstrate the technical feasibility of producing products with widely differing delivery characteristics (Slide 3), from an "all-tobacco" option 1, through tobacco/synthetic sheet options 2 and 3, to an "all-synthetic" option 4 which delivered approximately 1mg 'tar' and 1mg nicotine.

After this meeting it was decided to refine our prototype product objectives to three basic options with the following delivery characteristics (Slide 4).

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- b) Improving ash characteristics;
- c) Further binder and additive studies.

3. Use of tobacco extracts

A range of different tobacco extracts has been prepared for evaluation in sheet materials. Extracts will provide both intrinsic tobacco flavour and nicotine (not necessarily from the same extract or tobacco source). The Greendot laboratory spray drier is also being used to provide powdered extracts.

4. Flavouring

To supplement the extract work, flavours and extracts from other non-Greendot sources will be continuously evaluated in order to obtain products with satisfactory sensory properties while still retaining low tar potential and low biological activity.

In conclusion three points should be considered regarding Greendot:

1. The technical investigations and product development to date in Greendot have shown the feasibility of producing a wide range of product types as originally envisaged in the Greendot objectives.
2. Emphasis is currently directed to the development of marketable products which will require little or no regulatory guidance or approval.
3. To progress the more extreme long term Greendot options (such as All-synthetic) we now need a clear indication from the RPG whether or not to continue our research in this area.

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