

SECRET

COUNTRY: BAT
SOUTHAMPTON

PROJECT OR CONCEPT NAME: SIDESTREAM

COMPANY PRIORITY: 4 UK 4
 CAN 2
 US 4
 BRAC 5
 GER 2

PROJECT OBJECTIVES:

GROUP PRIORITY:

To minimize the social concern associated with sidestream and Environmental Tobacco Smoke by reducing total sidestream yields through product design and innovation.

This work goes beyond the technological innovations currently being consumer tested by e.g.: BATCO (50% visible reduction) and will seek to achieve visible sidestream reduction of greater than 50% as well as major reduction in gaseous components with associated amelioration of aroma, irritancy, etc.

CONSUMER NEED/TARGET MARKET:

Extensive application foreseen on Group products.

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