

SECRET

COUNTRY: BAT
SOUTHAMPTON

PROJECT OR CONCEPT NAME: REDUCED IGNITION POTENTIAL CIGARETTES

COMPANY PRIORITY: 5 GROUP PRIORITY:
 U4 5
 CAN 1
 ESPZ 1
 US 5
 GEE 0

PROJECT OBJECTIVES:

To investigate how cigarette parameters affect ignition potential, particularly in the context of a US blended cigarette, in order to develop prototype cigarette designs with reduced ignition potential. The initial thrust is towards finding a reliable and acceptable method of measurement of ignition potential.

CONSUMER NEED/TARGET MARKET:

U.S. regulatory pressures.

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