SECRET

COUNTRY: BAT
SOUTHAMPTON

PROJECT OR CONCEPT NAME: ALTERNATIVE MATERIALS/STRUCTURES

COMPANY PRIORITY: 4 UK CAN US GER ISRAEL } NO MKTING APPLICATION

GROUP PRIORITY:

PROJECT OBJECTIVES:

To identify and investigate new materials aimed at the evolution of components for future cigarettes which will:

a) Significantly contribute to meeting regulatory environmental or social constraints.

b) Improve general smokers performance in order to achieve greater or preferential consumer acceptability.

c) Allow opportunities for extending the range of product types offered in the market place.

CONSUMER NEED/TARGET MARKET:

400170859

BATCo document for Province of British Columbia 14 April 1999