

SECRET

COUNTRY: BROWN & WILLIAMSON

PROJECT OR CONCEPT NAME: REGULATORY ISSUES - REDUCED IGNITION

COMPANY PRIORITY: <sup>M</sup>  
Low

GROUP PRIORITY:

GER LO  
B&W LO  
UK M  
CAN LO

PROJECT OBJECTIVES:

Industry support - on a voluntary basis.

Developments outside Voluntary Program may have competitive advantages.

CONSUMER NEED/TARGET MARKET:

- Cigarette Safety Act (87) concluded that it was technically possible.
- Need for reliable test methodology.
- Present technology (paper) disliked by consumers.
- 1990 Federal Fire Study Bill - Standard test method
  - Compile results
  - Report to Congress

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