

File # 400327262  
STC

- R Cousins  
- King

ARC 5-2

17th January 1992

555 KS (Canada)

From advertisement: The middle of this year, SAI (UK/E) plan to launch 555 filter packs in a limited number of outlets in Canada in co-operation with our affiliated company, Imperial Tobacco.

As you probably know, the strict smoking & health laws in Canada require not only that pack declarations of tar, nicotine and co are made but also that the tar & nicotine levels returned to Government showing the actual figures obtained from smoking the brand in a laboratory during the previous quarter.

Through Stuart 1991, we have established that the tar/nic/co values for 555's filter in the Imperial laboratory are very similar to those obtained in STC using the new ISO standard. Stuart has therefore suggested that the returns made to Government (which will be made on our behalf by Imperial Tobacco) are based on the routine monthly figures returned by STC.

To facilitate this, we suggest that, from May 1992, you copy Stuart with the same monthly data you generate for 555 Filter Kings (G/T) to assist the need for Imperial to duplicate the analysis in Montreal.

*WV*

A R COUSINS

CC: S E FERRY  
V. BROWN

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