

**Imperial Tobacco Limited/Limitée**



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October 20, 1989

Mr. H. Dymond,  
B.A.T. (U.K. & Export) Ltd.,  
Research & Development Center,  
Regent's Park Road,  
Southampton SO9 1PE  
ENGLAND

Dear Harry:

We are seeking the services of your analytical group, as an independent laboratory, to determine average levels of tar (P.H.W.N.T.), nicotine and carbon monoxide in smoke from a series of samples collected in Canada.

Where possible for each brand, three samples were obtained from retail and where such samples were unavailable, we obtained these from wholesalers. The objective was to obtain product in packaging material that conformed with the Tobacco Products Control Act. For any given brand, a sample was designated as a "carton" (i.e. bundle of packages in overwrap material).

You will notice in the sample descriptions (attached) that for one brand, the three samples (cartons) obtained from retail consisted of the new overwrap but the individual packages of cigarettes were of the same design as that in existence prior to the coming into effect of the Tobacco Products Control Act. For this same brand, we have included a second set of samples where both the overwrap and package material designs conformed with the Act.

For each sample of each brand, we opened up the cartons and labelled the individual packages with a sample code in order that the identity of the individual cartons was retained. A minimum of three packages were drawn at random for each carton to compose the sample. Therefore, for each brand, you will have three samples of 75 cigarettes for a total of 225 cigarettes. The remainder of the samples are being retained in our laboratory for analysis if required.

Please ensure that all analyses are conducted as per accepted ISO specifications for butt lengths (tipping plus 3 or filter plus 8) and cigarette smoking machine parameters. I leave to your expertise the details of preparing the "laboratory sample" from the brand samples provided.

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- 2 -

In addition to these, I am also enclosing two fine-cut cigarette tobacco brand samples as well as two boxes of the standard tube specified for analysis of fine-cuts by the Tobacco Products Control Act in Canada. As this method is not an accepted international method, you may require details of the methodology. These will be sent to you via telecopier shortly.

If you wish any additional information, please advise. I thank you for your immediate attention to this request.

With kind regards.

Yours sincerely,



Gaston DuPlessis

/pda  
encls.

c.c.: Mr. P. Shillabeer (BAT)

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<u>BRAND</u>	<u>BUYING DETAILS</u>	<u>PRODUCTION CODES</u>	<u># PACKS SHIPPED</u>	<u>SAMPLE CODE</u>
Player's Light	Produits de Beauté Denise Oct. 19/89	35R27Y3	3	A1 ✓
Player's Light	Produits de Beauté Denise Oct. 19/89	31R3732	3	A2 ✓
Player's Light	Produits de Beauté Denise Oct. 19/89	31R3732	3	A3 ✓
Player's Filter	Shoppers Drug Mart Winnipeg	333725	3	B1 ✓
Player's Filter	Canada Safeway Winnipeg	343725	3	B2 ✓
Player's Filter	Woolco Winnipeg	333725	3	B3 ✓
Player's Ex.Light	Shoppers Drug Mart Winnipeg	28R3674	3	C1 ✓
Player's Ex.Light	Jean Coutu Oct. 19/89	28R3725	3	C2 ✓
Player's Ex.Light	Jean Coutu Oct. 19/89	28R3725	3	C3 ✓
DuMaurier	Steinberg Oct. 11/89	35R3734	3	D1 ✓
DuMaurier	Jean Coutu Oct. 10/89	35R3734	3	D2 ✓
DuMaurier	Jean Coutu Oct. 10/89	35R3734	3	D3 ✓
Export "A" Light	Walenfant Oct. 18/89	909R/260R	3	E1 ✓
Export "A" Light	Walenfant Oct. 18/89	909R/250R	3	E2 ✓
Export "A" Light	Walenfant Oct. 18/89	909R/260R	3	E3 ✓
Export "A" Medium	Steinberg Oct. 11/89	909R/250R	3	F1 ✓
Export "A" Medium	Jean Coutu Oct. 10/89	909R/252R	3	F2 ✓
Export "A" Medium	Produits de Beauté Denise Oct. 10/89	909R/250R	3	F3 ✓

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<u>BRAND</u>	<u>SAMPLING DETAILS</u>	<u>PRODUCTION CODES</u>	<u># PACKS SHIPPED</u>	<u>SAMPLE CODE</u>
Export "K"	Produits de Beauté Denise Oct. 19/89	908R/250R	3	21 ✓
Export "L"	Jean Conte Oct. 10/89	908R/252R	3	22 ✓
Export "M"	Produits de Beauté Denise	308R/250R	3	23 ✓

NOTE: All 3 carton samples of this brand consisted of package designs in existence prior to enactment of the Tobacco Products Control Act, but with carton overwrap in-line with the requirements of the Act.

Export "A" Ex. Light Régitan	Oct. 18/89	R909	5	21 ✓
Export "A" Ex. Light Régitan	Oct. 18/89	R909	5	22 ✓
Export "A" Ex. Light Régitan	Oct. 18/89	R909	5	23 ✓

SECOND SET OF EXPORT "A" SAMPLES:

Export "A"	Regent Tobacco Oct. 4/89	R909	5	J1 ✓
Export "A"	Malenfant Oct. 4/89	R509	5	J2 ✓
Export "A"	Régitan Oct. 4/89	R909	5	J3 ✓

ADDITIONAL SAMPLES:

Export "A" Medium	Cigarette Tobacco	908	1 tin	-- ✓
Player's Light	Cigarette Tobacco		1 tin	-- ✓

2 boxes of standard tubes for fine cut analyses. (NOTE: These are in boxes carrying a brand name since no plain white boxes were available for the manufacturer who produced these.)

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