

Imperial Tobacco Limited/Limitée



3810, rue St-Antoine Street
Montreal, PQ H4C 1B5
1514; 932-6163
P.O. Box 6500 C.P.
Montreal, PQ H3C 3L6
Cable: C&Ile Telimp
Telex/Télex 055-60673

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.M.W.N.F.), 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 identify 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.

400798871

- 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,



Gaétan DuPlessis

/pda
encls.

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

400798872

<u>BRAND</u>	<u>SAMPLING DETAILS</u>	<u>PRODUCTION CODES</u>	<u># PACKS SHIPPED</u>	<u>SAMPLE CODE</u>	
89/1468	Player's Light	Produits de Beauté Denise Oct. 19/89	30R37Y3	3	A1
	Player's Light	Produits de Beauté Denise Oct. 19/89	31R37T2	3	A2
	Player's Light	Produits de Beauté Denise Oct. 19/89	31R37T2	3	A3
89/1469	Player's Filter	Shoppers Drug Mart Winnipeg	3337T5	3	B1
	Player's Filter	Canada Safeway Winnipeg	3437P5	3	B2
	Player's Filter	Woolco Winnipeg	3337P5	3	B3
89/1470	Player's Ex.Light	Shoppers Drug Mart Winnipeg	28R36T4	3	C1
	Player's Ex.Light	Jean Coutu Oct. 19/89	28R37E5	3	C2
	Player's Ex.Light	Jean Coutu Oct. 19/89	28R37E5	3	C3
89/1471	DuMaurier	Steinberg Oct. 11/89	35R37Y4	3	D1
	DuMaurier	Jean Coutu Oct. 10/89	35R37P4	3	D2
	DuMaurier	Jean Coutu Oct. 10/89	35R37P4	3	D3
89/1472	Export "A" Light	Malenfant Oct. 18/89	909R/260R	3	E1
	Export "A" Light	Malenfant Oct. 18/89	909R/260R	3	E2
	Export "A" Light	Malenfant Oct. 18/89	909R/260R	3	E3
89/1473	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

400/98873

<u>BRAND</u>	<u>SAMPLING DETAILS</u>	<u>PRODUCTION CODES</u>	<u># PACKS SHIPPED</u>	<u>SAMPLE CODE</u>
Export "A"	Produits de Beauté Denise Oct. 19/89	908R/250R	3	G1
Export "A"	Jean Coustu Oct. 10/89	908R/252R	3	G2
Export "A"	Produits de Beauté Denise	908R/250R	3	G3

89/1474

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	H1
Export "A" Ex.Light	Régitan Oct. 18/89	R909	5	H2
Export "A" Ex.Light	Régitan Oct. 18/89	R909	5	H3

89/1475

SECOND SET OF EXPORT "A" SAMPLES:

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

89/1476

ADDITIONAL SAMPLES:

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

89/1478

89/1476

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.)

400798874