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3. Within the increasingly sophisticated markets and their challenges, where we are operating the requirements for product quality have been risen permanently with all the measurement and control technology costs involved. This certainly applies not only to Germany, that is why we think it could be of the Group's interest and benefit to know the consumers' attitude and relevance to certain quality parameters. We are not only thinking of consumer preference, but also the impact and emphasis of physical (hardness, pressure drop) and chemical properties (irritants, whiteness of the paper, spots) of the cigarettes to consumers' choice of brand.

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