

PRODUCT DEVELOPMENT SPECIALISTS MEETING

C o n f e r e n c e P r o g r a m m e

Day 1 - May 11th, 1987

Actualisation of Market and Product Trends

Germany		HB
USA		AMM
Canada		TS
Brazil		DDO
BATCO		RL
Australia		GMG

New Products and Launches

Germany		GR
USA	New Products and test markets	AMM
BATCO	Product redesign in a delivery constraint market (Middle East)	TC
Brazil	New Products and launches	PAMO
Australia		GMG
Canada		

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Day 2 - May 12th, 1987

Current State of the Art

Tobacco and Blends

Brazil	1986 Tobacco crop and its influence on our brands	DDO
BATCO	Leaf issues - biological and radiological	RC
B & W	Tschernoby1	PF
Germany	Tschernoby1	HS
Brazil	Influence of fines on BRATP and BRABL-MOD Tobacco Blends, smoke chemistry and organoleptic sensations	DDO
USA	Leaf Blending Advances	PF

Flavour and Casings

Germany	Current Flavour work at BATCF	CHK
USA	Casings Update	AMM

Cigarette Design

Canada	Improved 4 mg product	
BATCO	Product redesign with reformulated papers	BCH
Germany	Taste enhancement in the light sector	PGH
Brazil	Stem classification by Sugar Content and its influence on filling power	DDO

Process Technology

Germany	Status of Extrusion Process	EK
Brazil	Main findings from tobacco processing research in Brazil	PAMO
B & W	Rotary Drying	AMM

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Day 3 - May 13th, 1987

Product opportunities

Germany	Filter work at BATCF	WS
USA	B&W Filter additive work	AMM
Germany	Sidestream - is there a solution via the product ?	GR

Discussion

BATCO	<u>Company Needs:</u> A survey of BATCO product strategy priorities	RC
USA	CAPRI as a less aversive product	AMM
Canada	A Super Quality Product	
BATCO	<u>Competitor Strategy:</u> PM International Product Design Strategy (Marlboro)	BCH

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Day 4 - May 14th, 1987

Consumer Orientation

BATCO	Consumer Data: Consumer Attitudes to product physical attributes	RC
Brazil	Parrot-Project: relevant sensory attributes from the consumer standpoint	PAMO
Germany	Experiences and Chances for Product Development from new and improved market research methods	WH
Canada	Canadian Product Space Investigation (Recruitment of Smokers)	

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List of confirmed participants:

BATCO: Bob Lowe

BATUKE R&D: Robin Crellin, Barry Harding

BATUKE Woking: Tony Cousins

B & W: Drew McMurtrie, Phil Fisher

ITL Canada: Pierre Leblond, Tom Smith

Souza Cruz: Daoiz D. de Oliveira,
Paulo Augusto de Oliveira

Wills: Graeme McGregor

BATCF: Horst Borowski, C.H. Koene,
Ehrhard Köhn, Paul G. Henning,
Herbert Sommer, Günther Rodemeyer

For BATCF there will be additional presentations by:

Werner Huelmann,
Werner Schneider

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