

Ecusta Makes Revolutionary New Paper

The most revolutionary development in cigarettes in decades is being introduced in Canada. The product is a cigarette that emits less side stream smoke than conventional cigarettes during static burning. Ecusta played a principal role in its development. Here is what our customer is saying about their new product in ads and publicity and a behind-the-scenes look at the development of the special Ecusta paper that makes smoke control possible.

these areas. Then the cigarette manufacturer must integrate our paper with the correct tobacco blend and filter to create a cigarette that tastes and smokes well."

McCarty reports the cigarette industry is closely monitoring the introduction of Passport and that Ecusta is optimistic that other manufacturers will introduce cigarettes using smoke control paper.

Both the paper and the cigarette produced are covered by U.S. and foreign patents owned by Olin.

News Release On Passport



This publicity photo from the manufacturer of Passport cigarettes demonstrates the reduced amount of smoke that is produced when the cigarette is not being puffed.

The House of Craven Limited today introduced the first cigarette designed to emit less smoke than conventional cigarettes. It's called Passport and it's being introduced in the London - St. Thomas (Ontario) area to gauge initial consumer reaction.



The House of Craven Limited is a wholly-owned subsidiary of Rothmans of Pall Mall Canada Limited. According to Rothmans President Robert H. Hawkes, "Passport was developed in response to consumer tests that indicated smokers would prefer, if given the choice, a cigarette that gives off less smoke. Six million Canadians have made the decision to smoke and we will continue to innovate and serve these people."

Passport was developed by the House of Craven Limited at the company's tobacco products laboratory in Toronto. "Passport's unique SmokeControl system cuts by about half, the amount of sidestream smoke—the smoke emitted from the burning end of the cigarette when it's in your hand or resting in an ashtray," says Hawkes. "The SmokeControl system is made up of a special filter and paper, and there are no substances in Passport that are not currently in use in cigarettes." Hawkes notes there is a patent pending on the SmokeControl system. He also states that the reduction in smoke by that system has not compromised the taste for which the House of Craven is known.

This billboard is being used to introduce Passport cigarettes in the London, Ontario region of Canada.

Passport is made with a blend of fine, flue cured Virginia tobaccos.

The launch of Passport caps a two-year, \$1.5 million research and development program. Because of the special paper and filter, Passport cigarettes cost more to produce but Hawkes says House of Craven will sell Passport at regular retail prices.

Passport is a mid-tar cigarette with 12.0 mg tar and 1.1 mg nicotine. It's made with a white filter tip and is being sold in King Size packs of 20, and 25, and in Regular Length packs of 25. An independent laboratory study has confirmed that the amount of sidestream smoke emitted by Passport is about 45 percent less than the amount of sidestream smoke emitted by conventional cigarettes. The levels of tar and nicotine in the sidestream smoke are significantly reduced as well. However, there is no change in either the quantity or constituents of smoke inhaled through the filter.

Hawkes believes that Passport will appeal to many smokers for a number of reasons. The rationale behind developing the product was "to make a cigarette for those who expressed an interest in a good-tasting cigarette with the added feature of less smoke."

Hawkes also believes that Passport will appeal to the smoker "who is concerned that smoking may not be appropriate in certain places or situations." However he stresses that Passport was not developed because of pressure from non-smokers. "Smokers buy cigarettes," Hawkes said, "and it's smokers who have told us they would like a cigarette that emits less smoke but doesn't compromise taste. Now we've developed it."

Birth Of A New Paper

"We've been working for many years on a paper that the cigarette industry could use to reduce smoke," explains Wayne McCarty, Manager of Development at Ecusta.

"We experimented with numerous ideas—even a cigarette that had a double wrapping of paper around the tobacco."

Long development times are the rule according to McCarty. Every product must pass rigid requirements to be sure that:

- The product performs as it was designed
- The product looks correct
- The product can be made by Ecusta efficiently and profitably and at a quality level to meet customer demand.
- The product will run efficiently on customer's high-speed cigarette making machines.

"Chances are," says McCarty, "we'll have problems to solve in every one of

Credit Union Proud Of New Offices

Joetta Whitmire, Manager and Gerald Davenport, Treasurer of the Olin Employee's Credit Union, break in the comfortable new furniture in the recently opened Credit Union Building on Highway 64. The new building offers space for better service and confidentiality and such added services as drive-in banking and safe deposit boxes. Call 884-SAVE and the Credit Union will send a brochure describing its services.



Our Role In Making A Good Cigarette

In the Cherokee language the word "Ecusta" means "rippling water" . . . In the modern Tobacco industry the word "ECUSTA" means the finest, top-quality tobacco papers produced in the world.

Since the first cigarette paper rolled out of our Pisgah Forest mill on September 1, 1939, ECUSTA has had one major concern, QUALITY. This concern is reflected in our product, our people, and our customer acceptance.

MACHINEABILITY

ECUSTA provides three distinct papers to the world cigarette industry. They are cigarette paper, tipping paper, and plug-wrap. The importance of a single bobbin of cigarette paper to the industry is major. One bobbin of cigarette paper makes 72,000 king-size cigarettes (currently worth about \$1,800) in 12 minutes. By simple calculation it is easy to figure 360,000 cigarettes per hour and so on. Thus if a cigarette paper bobbin is less than perfect the resulting down-time at the cigarette manufacturers can be staggering in the sense of lost production.

This is where ECUSTA QUALITY comes into play. Down the line from pulp mill to paper machines,

Winding to Converting, Quality Control to Shipping . . . at each station in the line of cigarette paper manufacture, QUALITY is checked, double checked . . . and finally, if everything is perfect . . . the paper is shipped.

APPEARANCE

But the perfect cigarette paper, tipping paper, or plug wrap is not only a factor of a perfectly machinable product. A second, equally important factor, comes into play . . . appearance. The papers must be bright and opaque. The cigarette is a consumer item, and as such must attract the consumer by its appearance. Intrinsic qualities of taste, smell, burn-rate will be judged by the smoker, but first he must be attracted to the product. While in many ways this is a cosmetic judgement, it is no less important in ECUSTA'S QUALITY program. The cigarette paper should be bright and opaque, the tipping paper printed with precision and skill.

TASTE

The perfect tobacco paper . . . machinable, attractive. NOT YET! Today's sophisticated smoker demands he be offered an ever widening choice of taste and

smoke delivery. Paper in concert with tobacco is the key to both the taste and smoke delivery of the cigarette. Through ECUSTA technical and manufacturing expertise gleaned over the past 45 years, we manufacture tobacco papers within a variety of customer-requested parameters: micro-perforated, machine-perforated, laser, electrostatic perforated. The manufacturing materials used in the paper will effect porosity and burning characteristics.

QUALITY

No less important to ECUSTA in the chain of making the perfect cigarette is the appearance of our product to our key customer, the cigarette manufacturer. The appearance of individual bobbins, the quality of our pallets, the informative correctness of core labels and the representative samples all target toward our objective . . . ECUSTA IS THE QUALITY PAPER MILL.

Machinability, visual appeal, taste . . . the three factors of the perfect tobacco paper. Three factors that have been brought to a high level of QUALITY by ECUSTA. ECUSTA . . . quality products by quality people. ☺

Be Sure To Mark Your Calendar For Family Days.



Olin Family Days



October 17-18-19
5:00 to 8:00 p.m.