

# Our Approach To Sustainability

*“As a market leading multinational company, environmental protection and sustainability is at the heart of our innovation journey.”*

**As a supplier and committed partner to the tobacco industry, we are committed to helping the industry move towards using more sustainable filter solutions and ensure they have a ready supply.**

In 2023, Filtrona and SWM co-organised a networking event with the participation of other tobacco industry suppliers, at InterSupply 2023, in Dortmund, Germany to showcase the range of alternative materials that are available to customers. Our message to our customers is clear - we are ready to help them shift from using CAT to alternative sustainable materials by working with our suppliers of non-woven materials to support their transformation to plastic-free products.

Filtrona will continue to invest in our equipment and R&D in alternative materials. Together with our suppliers such as SWM, McAirlaid's, Greenbutts and SQP, we are ready to help our customers make the transition to plastic-free, sustainable filter solutions.

**We are reshaping our business practices to seamlessly integrate sustainability into our daily operations by implementing Vision 2028 ESG strategy.**

