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To the
Management of
British American Tobacco / Philip Morris International / Japan Tobacco International / Imperial Tobacco

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Subject: EU directive on a standardized cigarette pack
Innovation, patent-licence-offer: ecofriendly cigarette pack with integrated litter bin

The future cigarette pack excels in design and (additional) functions !!!
In order to gain a position as a label in the future EU- mishmash, it is important to focus on design and (additional) functions of cigarette packs.

Dear management of
British American Tobacco / Philip Morris International / Japan Tobacco International / Imperial Tobacco,
as you know, the EU is working on the development of a standardized cigarette packet.
Even if the tobacco industry is up in arms about that, it is clearly recognisable that there will be guidelines in some way or other.
▶▶▶ In the sequel it will be difficult to distinguish labels.
New future-oriented-strategies for the preservation of market shares will be vital
and have to be considered now, to be prepared for D-day.
• What cannot be averted, should be shaped actively, in order to avoid trailing behind. •
▶▶▶ The answer to the "worst case" should be in the upper drawer of innovation departments by now !!!
Realizing trends, anticipating and carrying them out ,
is the current strategy for the preservation of market shares.

For **EU-insiders** the trend regarding EU-standard-cigarette packs is foreseeable:
Inclusion of an **"integrated litter bin"** aiming the *sustainable prevention of cigarette butt-litter*
in every **"EU-standard cigarette pack"**. → environment issue → Commission for Environment
▶▶▶ Waste treatment by the tobacco industry → Cigarette butt-Litter-Management
▶▶▶ The best time for this "all-in-one solution" for the "EU-standard cigarette pack". is **now** !

Argumentation for the "integrated litter bin":

- According to statistics cigarette ends account for about 58% of all litter!
- Cigarette butts are the *"toxic-hazardous waste"* of the tobacco industry.
- The tobacco industry earns billions of euros through cigarettes .
- It seems reasonable that by means of the "integrated litter bin" the tobacco industry creates the parameters for the *sustainable* prevention of *cigarette butt-litter* in an *autonomous* and *eco-friendly* way.
- ▶▶▶ The tobacco industry ought to shoulder responsibility for their cigarette butts
- ▶▶▶ Mission for the tobacco industry = prevention of litter → **Cigarette butt-Litter-Management**

BAT / PMI / JTI / IMPTobacco – first on the market

Knowing about this trend the future-oriented strategy should therefore be:
BAT / PMI / JTI / IMPTobacco, first in placing
the "ecofriendly cigarette pack with integrated litter bin" on the market,
thereby creating a special distinguishing mark in the mishmash of EU cigarette packets
by remarkable design plus ecofriendly additional function.

Being first on the market also provides *patent-chances for appropriate production technologies!*
The exclusive licence for the patent: AT 413 783 B (ecofriendly "cigarette pack with integrated litter bin")
is subject to negotiation.

For further information please visit www.kippex.com

Sincere regards
Anton Leitner

Our planet is no ashtray!

EU-environmental-directive on cigarette packs
Worldwide-environmental-directive on cigarette packs

“ecofriendly-cigarette-pack“ with “integrated-litter-bin“

because

Our planet is no ashtray! *Report by Katharina Messner/Austrian newspaper “KRONE“ 31-07-11*

Let's ban cigarette butts from streets and parks, from lawns and playgrounds, from brooks, rivers, from the sea. Away with them, wherever they are dumped so carelessly and naturally these days. Those small and nasty objects have to be disposed of properly – not only for aesthetic reasons:

!!! Cigarette stubs are toxic bombs for our environment !!!

Some are annoyed, others indifferent, for the majority of people it is quite self-evident that cigarette ends are simply chucked away. The author of this text can be counted among the first mentioned. She has been appealing to people not to dump their butts on the streets over and over again. She has not scored a success so far. - She was merely dissed by statements like „Do it yourself!“ or „Street sweepers are in need of work anyhow.“ Granted: I regarded cigarette ends as litter only, not as a toxic ecological problem.

Dr. Robert Hofrichter, biologist, founder of “mare-mundi“ (= association for the support of science at the Mediterranean) and member of the Austrian League for Nature Protection“ says, “There was a time when I regarded cigarette butts merely as an aesthetic and hygienic problem. But then I started scientific studies and the results turned out to be alarming. It's really depressing how little people know about this problem:

4000 harmful substances in just one cigarette stub. It is simply hazardous waste!

A single stub may contaminate between 40 and 60 litres of groundwater- and it harms plant growth. Just gross that up : 4.5 trillions (!!!) of cigarette ends are littered every year.“

Well, “a layman may think, “the cigarette itself has been finished smoking, a wee bit of tobacco and a smallish filter cannot be *that* harmful. The tobacco plant is a natural product and isn't the filter made of innocuous cotton or paper anyhow? Wrong guess! The nicotine released from the tobacco debris is a toxic alkaloid. Moreover there are dozens of chemical additives in every conventionally produced cigarette. And they account for as much as 10 per cent of the tobacco. They are intended to boost the absorption and the impact of nicotine. Needless to mention the devastating effects of these substances on the environment. And as to the filters, they are made of cellulose acetat, a most difficult- biodegradable plastic. Filters decompose not until after a good many years, after 15 years in fresh water and, as biologists assume, after as many as 400 years in sea water. Let alone the fact that cigarette stubs have been found in the gastro-intestinal tracts of fish, birds, whales, turtles and terrestrial mammals.

Whenever I am walking along the Müllner Steg in Salzburg, I watch people chucking their cigarette ends into the river Salzach, casually and in a wide arch. Most likely with no ill intent, but merely by thoughtlessness, and of course a lack of knowledge about the consequences of this sort of stub-dumping.

It is high time to develop a new culture. Mankind have been learning a lot over the centuries. Up to early modern times people used to dispose of their waste (including the contents of their pisspots) right onto the streets- an unthinkable idea nowadays, in our civilized western world. We dispose of waste responsibly, even separate it, try to keep the world we live in as clean as possible. But it seems that we are still in the Dark Ages as far as the disposal of cigarette ends is concerned.

But put the case, **smokers actually have no possibility to dispose of their waste properly ?** Missing ashtrays are but a flimsy excuse. The proper disposal of cigarette ends should become a matter of course for every smoker. (*End of the report* – original version on www.kippex.com)

For that you need an

►►► **“ecofriendly-cigarette-pack“ with “integrated-litter-bin“** ◀◀◀

With an “integrated litter-bin“ in each cigarette-pack the tobacco-industry should create conditions, **enabling everybody to avoid littering cigarette-buts** in sustainable, autonomous and eco-friendly way.

As the tobacco industry earns billions of Euros through cigarettes sales, it seems reasonable, that they contribute to the prevention of littering the environment by cigarette butts.

►►► Cigarette-Butt-Litter-Management by the tobacco industry ◀◀◀