

BROWN & WILLIAMSON TOBACCO CORPORATION

RESEARCH, DEVELOPMENT & ENGINEERING

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FROM: Mr. A. McMurtrie

DATE: September 18, 1985

SUBJECT: BARCLAY KS/AFC ACTRON RODS/292

In a CPT of BARCLAY KS using AFC ACTRON rods (MR1985-21B), franchise smokers found the AFC-tipped product more likeable than current, but rated it stronger and harsher. RD&E found the AFC-tipped samples to have a considerable off-taste as well as more irritation and harshness. Consequently, the AFC ACTRON filters were not adopted for BARCLAY KS.

Since that CPT, AFC, working with RD&E, have attempted to solve this off-taste and harshness problem. Concentrating on improved fiber bonding, AFC have produced filter rods made with varied plasticizer mixes, levels, and processing for RD&E assessment.

One rod, AFC Reference R-10423, has shown a considerable improvement in harshness and taste over the earlier AFC ACTRON filter. A Dupont test of Macon-produced BARCLAY KS using this rod has been conducted. On acceptability, BARCLAY KS smokers find no significant difference between the AFC-tipped and B&W ACTRON-tipped products. PRISM attribute testing shows the AFC-tipped product lower in harshness attributes with no significant differences in "foreign" taste. RD&E assessments are in agreement with these results.

RD&E has recommended, and senior management accepted, adoption of AFC ACTRON rod R-10423 for BARCLAY KS. In addition, BARCLAY Menthol KS will adopt the new rod. Specification change proposals are in progress.



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