

A Glimpse Into What Was Planned for InterTabac/InterSupply 2020

Most, if not all, exhibitions planned to take place this year are postponed, cancelled, or trying out various virtual formats, and that includes InterTabac and InterSupply 2020 which are postponed until September 2021. In lieu of being able to actually attend the shows in person, Tobacco Asia presents a select list of exhibitors - who will all be present at the 2021 event - to highlight what they would have presented at InterTabac/InterSupply 2020.

InterTabac and InterSupply are the two most important events on the calendar for the industry. This year's postponement of the shows – while necessary and understandable – took away a well-recognized platform that normally showcases new products and services available to the industry. The following article endeavors to highlight some interesting developments that were planned for InterTabac and InterSupply 2020.

Star Agritech International

Star Agritech International, formerly known as Star Tobacco International, is a modern and market-oriented company with a genuine passion for agriculture. Operating on a global platform, Star Agritech is constantly expanding its markets and providing first-class service and expertise in the agriculture industry. Its products include tobacco leaf, coffee beans, soybeans, sugar, Turkish olive oil, and South African wines.

Star Agritech positions itself as a partner exclusively with private, medium-sized companies, and is a forefront company which gets the products to the markets with personalized and flexible service. Star Agritech also fully supports tobacco-farmer sustainability.

Star Agritech has made a leap of progress in its tobacco business by adding two recon processing factories in 2019. One of these factories is based in Indonesia and the other one in Brazil. With increas-

ing demand, Star Agritech is now looking to expand the capacity of both facilities. Currently, Star Agritech is producing recon tobacco in cut and foil forms.

The company also introduced New World Pipes by Star Agritech, a vessel of luxury to its patrons. There are two types of materials that are carved into tobacco pipes. The first one is Meerschaum, a fossil that is found only in Turkey and the other one is Briar, which is found mainly in Italy and Algeria. Turkish Meerschaum pipes are creatively crafted into three categories – face pipes, figure pipes, and classical pipes in white and colored versions.

New World also excels in Meerschaum pipes with its limited edition sets. Currently these sets include “African Safari Big 5” for Africa, “Chinese Zodiac” and “Terracotta Soldiers” for China, and “Mount Rushmore” for the US. Based on the target market, New World creates limited edition pipes or sets of pipes made from Meerschaum to represent the regional culture.

With Briar, the second material that New World uses for its pipe portfolio, is carved into signature Freehand and Poker Briar Pipes.

Star Agritech also launched its Xgen e-cigarette, to diversify its product portfolio into reduced risks products. The Xgen pods are detachable and contain 0.7ml of fruit-flavored liquid with 1.7% nicotine content. A single pod can last for 150 puffs. The Xgen e-cigarette is currently being test marketed in South Africa and aims to expand into new markets around the world.

For more information, please visit www.staragritech.com and www.newworldpipes.com.

McAirlaid's Vliesstoffe GmbH

Established in 1997, McAirlaid's is considered the biggest airlaid manufacturer, working without adhesives and bonding agents. Its product groups cover food packaging, hygiene, medical, cigarette filters, as well as home and garden products. McAirlaid's also works together with well-known commercial filter producers.

McAirlaid's *Genia*, offering a sustainable filter alternative, may be a solution to marine litter from



Freehand Briar pipes offered by New World Pipes, by Star Agritech.



Cigarette filters by the world's biggest airlaid manufacturer, McAiraid's.

cigarette butts, which an estimated 4.5 trillion cigarette butts are discarded each year.

McAiraid's developed a cigarette filter media that completely disperses within weeks when discarded. By replacing the acetate filter with a biodegradable Cellulose Airlaid Nonwoven containing no glues or binders, cigarette and filter producers make a contribution to the reduction of the environmental burden. It's completely plastic free.

Genia is the first cigarette filter that combines environmental sustainability with pure tobacco enjoyment. In contrast to conventional paper filters, the new filter material maintains the characteristic tobacco aroma and taste. Consumer tests show that the taste compares favorably to the harsh, dry taste of traditional paper filters. The use of natural materials for the production of the new filter media and a unique, environmentally-friendly production process make the positive difference.

Genia is EN13432 certified and comes in many specifications, two colors (bleached/unbleached), and is suitable for cigarettes, filtered cigarillos, RYO, and the alternative market.

For more information, visit www.genia-filter.com.



Hertz&Selck's new extended facilities house two new mixing tanks, each with a capacity of 5.5 tons, and two stainless steel tanks with a combined capacity of 50,000 liters.

GENIA

ALL THAT'S LEFT IS PURE TASTE!



NEXT
GENERATION
FILTER

100%

biodegradable

ZERO
plastic*

100%

NATURAL

www.genia-filter.com



GENIA is the latest innovative cigarette filter material, combining purest tobacco flavor and a clean environmental image. GENIA is made from renewable resources and is fully compostable (EN 13432 certified) and therefore disperses within weeks in comparison to Cellulose Acetate filters which can take many years.



DDW
Innovator
of the year 2020

GENIA, McAiraid's is nominated for the Audience Award as Innovator of the year 2020.

*THE FILTER MEDIUM CONTAINS NO PLASTIC.