

# FACTORY TEST — Cigarette, Filter and Testing Specifications

Factory Test No.: 3596 Project Leader: Gary W. Worrell Project No.: 7543  
 Brand: SALEM Lights 85 Approved: \_\_\_\_\_ Date: \_\_\_\_\_

Purpose of Test: Product improvement per Brand Marketing (cost reduction variables, total casing, increased menthol).

Special Instructions: \_\_\_\_\_

## FACTORY TEST NUMBER/PART

### 1. FILTER SPECIFICATIONS

	A	B	C	D
Tow Item	Current SL-85	2.9/35,000	3.3/39,000	Merit Menthol
Filter Pressure Drop (mm.)	90	90	78	
Filter Segment Length (mm.)	in all respects	25	25	85 (purchased).
Circumference (mm.)	24.6	24.6	24.6	
Plasticizer (% and Type)	(purchased).	E-31F @ 9%	E-33F @ 9%	
Plug Wrap (I.D. No.)	70 M1	70 M1	70 M1	

### 2. CIGARETTE SPECIFICATIONS

Total Cigarette Length (mm.)	84	Same as 'B'	
Tobacco Rod Length (mm.)	59		
Circumference (mm.)	24.8		
Cigarette Weight (grams)	*		
Cigarette Paper (I.D. No.)	719		
Tipping (porosity)	2000 CP		
Total Width (mm.)	63		
Color	White		
Type	SALEM Lts. 85		
Perforation Lines and Location	1 (26 C/C)		
I.D. No.	Current SL-85		

\* MAKE TO 10.5 FIRMNESS TO DETERMINE WEIGHT.

### 3. CIGARETTE PACKAGING

#### Non-Banded Cigarettes (Ctns.)

Monadic Wrappers				
Smoke First Wrappers				
Smoke Second Wrappers				
Printed (Specify Brand)				

#### Banded Cigarettes (Ctns.)

Banding Width				
Position/mm. from mouth end				
Plain				
Monadic Wrappers	60	60	60	60
Smoke First Wrappers				
Smoke Second Wrappers				
Smoke First/Smoke First Wrappers				
Smoke Second/Smoke Second Wrappers				

### TOTAL CARTONS REQUIRED:

#### PANEL TESTING

Company-Wide Pack Test	60	60	60	60
Employee U.S. Mail Panel				
Consumer U.S. Mail Panel				
Central Location Panel				
MARC Panel				
NFC Panel				
Other Walker	X	X	X	X

### SCHEDULING

M&P, Week of	8/16/82	8/16/82	8/16/82	8/16/82
Shipping Date Needed	9/09/82	9/09/82	9/09/82	9/09/82
Other Information				

51065 6201