

# A PASSION FOR PAPERS

As the cigarette industry shifts towards alternative products, some manufactures are now putting more energy into this segment than into their traditional business. For suppliers of special papers to the industry, trends such as this are bringing about challenges, as **Glatz** told TJI.



**A** manufacturer's success in a rapidly changing market environment depends not only on the excellent quality of its products, but also on its efficiency and flexibility. But real profit-earning partnerships only bring tangible results when common ground can be found between suppliers and manufacturers. Glatz Feinpapier told TJI that it focuses on working closely with customers to develop paper solutions, and that this ensures effective development of new products. With a passion for paper manufacturing, Glatz said it can deliver a wide range of specialty papers for the tobacco industry of today.

Glatz told TJI it provides customised solutions in a market where change is a constant. The range of traditional products for

the industry, and those geared towards new developments, are as diverse as the business itself. Here, Glatz said, the technologies being used are as innovative as the products being developed. Being a medium-sized family business, the company said it is also able to cater to customer requirements on an individual basis.

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## TRENDS DRIVE DEVELOPMENT

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Glatz told TJI that regulatory changes are still one of the biggest influences on the requirements of its customers. Often, manufacturers of ready-made cigarettes seek advice and support from producers of special papers in order to choose the most suitable materials for both existing and new

products. Gaining a competitive advantage is often the motivation. Customers aim to differentiate their products from each other, but this has become quite a challenge with the regulatory changes in some countries and regions – such as the introduction of plain packaging for tobacco products.

Glatz told TJI that offering components that differentiate customer products increasingly requires innovations in material and technical specifications, which has had a big influence on the plug wrap and tipping base papers sectors which, in the past, have been comparatively conservative.

Regulatory changes have also led to an increase in counterfeit manufacturing of smoking-related products. Glatz told TJI that these factors, combined with a growing focus on developing Next Generation Products, has led to increasing attention ►



**Glatz** Feinpapiere

completely hand-crafted with papers from Glatz CIGUA\*, TIRCO\* and Stiff Plug Wrap

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Tailor-made papers for  
a perfect fit.  
130 years experience in paper  
manufacturing.

being paid to intellectual property, non-disclosure agreements, a higher level of confidentiality and customer-specific projects.

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## A LOOK AT THE PORTFOLIO

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Glatz Feinpapiere is a strategic partner of the tobacco industry and delivers its solutions to its customers' often sophisticated requirements.

The company's paper product portfolio includes, cigarette papers from 22 to 35 gsm with the porosity of up to 400 CU (by electro perforation). For plug wrap, the portfolio varies depending on the product specification, required level of ventilation and local regulations on delivery levels of tar, nicotine and carbon monoxide, where applicable.

For tipping base papers – both white and cork – the typical grammage is from 30 to 40 gsm, but the trend is mostly shifting to use of stiffer, heavier filters due to filter making machine speed; but also in order to offer consumers a new experience.

The growth in popularity of Combined Performance Filters (CPF) is another trend currently being seen in the industry. This is particularly the case in Asian markets, where tobacco products with CPF are perceived to be "safer" in comparison to traditional acetate filters.

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## FOCUS ON TIPPING AND PLUG WRAP

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Glatz Feinpapiere told TJI it is strong in the tipping base paper sector, due to its close

cooperation with printers, and its long history of providing product to this sector. Tipping base papers are not commodity products, but delicate and complex, and can only be produced by a few select manufacturers. In the segment of fine and special papers, the company said it holds a leading position on the market.

Plug wrap papers, however, have increasingly become a commodity product in the last few years. As a consequence, Glatz said less effort is being invested in innovating this product. For cigarette papers, the company said its focus is largely on changes to the specifications for luxury and top-line brands, and that this is being driven by product premiumisation. Manufacturers of some budget brands, however, are also willing to experiment with new paper grades, but this is mostly in order to optimise product cost. But still, even manufacturers of budget brands are not prepared to make

compromises on material quality just to get a quick win, Glatz said.

Specialty papers have also become increasingly delicate in order to be better suited to new manufacturing techniques, especially for tipping base paper printing in the Next Generation Products segment. Glatz said that both product specifications and non-

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disclosure obligations are climbing as a result of these developments.

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## REMAINING AGILE

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The production of paper products for the tobacco industry is a highly complex and multi-staged manufacturing process. It starts with delivery of pulp in great amounts, by container or by rail, and the types of raw materials used now vary more than ever. More than 300 different product specifications for paper products are currently offered from Glatz.

Agility in the manufacturing of specialty paper products in small batches requires a high degree of flexibility on the part of paper producers. For example, quick setting changes on machines are a must in order to be able to fulfil global demand. The delivery times for special orders from customers have to be in line with their expectations and negotiated timelines. Though the planning process is robust and transparent, sometimes changes in the production schedule cannot be avoided, and Glatz told TJI that this requires close co-operation with the customers and suppliers along the whole supply chain.

**Tatiana Chaykina**

## SUSTAINABILITY AT GLATZ

Glatz was founded in 1885 in Neidenfels, in the Palatinate Forest of Germany. In 2015, Glatz celebrated 130 years of company history and remains an independent, family-run business with focus on the manufacturing of fine papers for its customers around the world.

Glatz told TJI it works with carefully selected suppliers, especially for pulp, where FSC and PEFC are very important for sustainable sourcing of raw materials. For some of these raw materials, prices are negotiated from month to month due to sourcing policies. Glatz said that although the processing of pulp and paper is demanding in its use of water and energy, standard ISO 50001 assures energy-efficiency.