

## A PROMOTIONAL FEATURE FROM BAT

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# LIP – Take Stock!

## Your Retailer Questions Answered

In the May 13 issue, we let you know about a new EU standard for cigarettes – Lower Ignition Propensity (LIP) – which will be coming into effect in November this year. As the introduction date is getting closer, we wanted to give you more detail about what this change will mean for you. We hope you find this short Q&A of help.

*growing together* – 2011



Q1. What is LIP?

A1. LIP stands for Lower Ignition Propensity, a new EU safety standard for all cigarettes in the UK to increase the chances of cigarettes self-extinguishing under legislated laboratory test conditions.

Q2. Why is LIP being introduced?

A2. LIP attempts to reduce the chances of an accidental fire being caused by a burning cigarette when left unattended.

Q3. When will I receive LIP compliant products from you?

A3. All products delivered by BAT to you from November 2011 will be LIP compliant.

Q4. What changes have been made to cigarettes?

A4. LIP compliant cigarettes will contain a specifically designed cigarette paper that includes narrow bands of a natural substance, printed on the inside of the cigarette paper, causing a reduction in air flow. Under normal smoking conditions, cigarettes should not self-extinguish, however it may self-extinguish if the cigarette is at rest. The taste and flavour of cigarettes should not be affected.

Q5. How can I spot LIP-compliant packs?

A5. There will be clear labelling on the outers and cases to help retailers identify compliant BAT products. LIP markings will only be used whilst BAT transitions to LIP products, after which it will revert to current standards.

Q6. What should I do to prepare for LIP?

A6. Adopt the principle of First In First Out (FIFO) stock management so you first sell off packs of non-LIP product before re-stocking shelves with the new LIP product.

Q7. Will LIP be required for other types of products, eg. RYO, cigars etc?

A7. The Standard does not extend the requirement to other smoking products.

Q8. Will there be any changes to barcodes?

A8. No.

Q9. Where else is LIP effective?

A9. Canada, most states in the US and Australia all have LIP in place. The rest of the EU will also roll out the LIP Standard.

**For more information on LIP, contact your BAT Trade Marketing Representative or call 0800 444 236.**

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