



JTI launches PLOOM TECH in Switzerland – its first launch outside Japan

An innovative tobacco vapor product

Dagmersellen, July 21, 2017 – Today JTI launched PLOOM TECH in Switzerland, the first launch of its tobacco vapor product outside Japan. It is also the first tobacco vapor product of its kind in Switzerland. PLOOM TECH will be available nationwide in over 1500 stores.

With its state of the art technology, PLOOM TECH enables consumers to enjoy tobacco with ‘no smoke, smoke smell or ash’ by indirectly heating tobacco through a vapor.

“We are very excited to be the first country outside Japan to introduce PLOOM TECH,” said John Aurlund, JTI’s Switzerland General Manager. “It is quite fitting that a technologically advanced product like PLOOM TECH begins its international adventure here in Switzerland, a country renowned for quality, precision and innovation,” he added.

PLOOM TECH uses a hybrid technology to create a tobacco-enriched vapor, by heating a non-nicotine liquid, which passes through a capsule containing granulated tobacco. In doing so, the tobacco is heated at around 30 degrees Celsius. No combustion is created throughout the process and recent studies¹ show an approximately 99% reduction in levels of measured constituents compared to cigarette smoke. This means that PLOOM TECH has strong potential to be a reduced risk product, while retaining all the joys and pleasures of tobacco including its authentic flavor.

“The technology behind PLOOM TECH provides a real potential to reduce the health risks from tobacco use, while maintaining a true tobacco taste,” said Yasuhiro Nakajima, JTI’s Vice president in Emerging Products. “Its innovative technology combines the best of both tobacco and e-cigarettes, adding an entirely new concept to our ever-growing portfolio in emerging products. We look forward to introducing it to Europe, one of the largest vaping markets in the world.”

¹ Chemical and in vitro toxicological analysis of a vapor from a novel tobacco vapor device and capsule. 2016. Takahashi et al. 52nd Congress of the European Societies of Toxicology, Seville, Spain.

Along with zero smoke, smoke smell or ash, PLOOM TECH creates no mess and requires no cleaning. Other unique attributes include the ability to use the device over several separate occasions without having to dispose of the tobacco capsule. It is also exceptionally light and comes with a long-lasting battery which runs through an entire refill pack before recharging is required.

PLOOM TECH is available across Switzerland in Coop Pronto and in other selected Coop and Kiosk stores. It comes in a combo kit, containing the device and a refill pack of Winston tobacco capsules, at a total price of CHF 25. A refill pack, available in “balanced” or “cool purple”, sells at CHF 7.50.

###

For further information, please contact:

Natasja Sommer / Kevin Suter
+41 79 137 88 20 / +41 79 174 98 66
press.office.switzerland@jti.com

JTI is a leading international tobacco company with operations in more than 120 countries. It is the global owner of both Winston, the number two cigarette brand in the world, and Camel outside the USA and has the largest share in sales for both brands. Other global brands include Mevius, LD and Natural American Spirit. With its internationally recognized brand Logic, JTI is also a major player in the e-cigarette market and has, since 2011, been present in the heated tobacco category with Ploom. Headquartered in Geneva, Switzerland, JTI employs more than 26,000 people and was awarded Global Top Employer for three consecutive years. Its core revenue in the fiscal year ended December 31, 2016, was USD 10.5 billion. JTI is a member of the Japan Tobacco Group of Companies. For more information, visit www.jti.com.