



JTI launches Ploom AURA, the latest generation of heated tobacco products, in Switzerland

Dagmersellen, September 1, 2025 – Following a successful launch in Japan, JTI is now bringing Ploom AURA to Switzerland.

The innovative product will be available online and in stores from 1 September, 2025.

This move underscores JTI's close ties between Japan, the cultural home of the company, and Switzerland, its global headquarters.

Ploom AURA features Smart HeatFlow technology, which delivers improved taste and a more intense flavor experience. With the Heat Select System, adult consumers can customise their experience with four different settings. This innovation sets the product apart from other offerings. Ploom AURA is also compact, slim and elegantly designed, meeting Swiss adult consumers' demand for precision and quality.

From tradition to innovation: a new chapter for heated tobacco sticks

With Ploom AURA, JTI is also launching the new matching tobacco sticks, EVO. Heated tobacco sticks from JTI were originally introduced in Switzerland under the Camel brand. With the introduction of Ploom AURA, JTI is establishing the global EVO brand. EVO sticks are made from high-quality tobacco leaves and have been specially developed to make the most of Ploom AURA's advanced heating technology – for a first-class and distinctive experience. To reduce the frequency of cleaning, EVO sticks feature the new Clean Seal, which prevents tobacco from falling into the device.

Commitment to investment in innovation

JTI is investing specifically in reduced-risk products*. Takehiko Tsutsui, Executive Vice President of Reduced-Risk Products, comments: "In the reduced-risk product (RRP) category, we want to offer adult consumers high-quality products that combine technology, research and consumer needs. I firmly believe that Ploom AURA offers all of this. The JT Group will continue to prioritise investment in the heated tobacco stick segment, which is experiencing the strongest and most consistent growth in the RRP sector. From 2025 to 2027, we will invest 650 billion yen (approx. 3.5 billion CHF) in RRP, with a significant portion earmarked for Ploom AURA, particularly for its launch in Japan and worldwide."

Investments in Switzerland

Switzerland plays a central role in JTI's global activities: the company's headquarters are located in Geneva, while Dagmersellen (LU) is home to both the marketing division for Switzerland and a state-of-the-art production facility. Dagmersellen is one of only four locations worldwide where filters for EVO are manufactured – a clear commitment by JTI to Switzerland and an expression of its ongoing investment in the country.



"As a Swiss production site, we are very proud that our work is part of this new innovative product. The factory in Dagmersellen is one of JTI's most modern worldwide, and our team proves time and again that we deliver the highest quality," says Nihal Açikel, Factory Lead at JTI in Dagmersellen.

"With JTI's strong roots in Switzerland and the local enthusiasm for innovation, the launch of Ploom AURA is an important step in the local implementation of JTI's global strategy," adds Olesja Flores, General Manager of JTI Switzerland.

* Reduced-risk products are products with the potential to reduce the risks associated with smoking.

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