

First class filters

Over the past year, SWM International has undergone some significant changes and advancements. The company has transitioned to independent ownership after the sale of Mativ Holdings Inc.'s Engineered Papers business to Evergreen Hill Enterprise. Operating as SWM International, the company is gearing up to accelerate its investments in manufacturing excellence, product and technology innovation, and sustainability.



The company with headquarters in Luxembourg employs around 2,000 people

On 1 December, SWM International proudly announced its acquisition by Evergreen Hill Enterprise Pte. Ltd. The company, which is now an independent and privately owned business, announced that its headquarters are now in Luxembourg. SWM International is globally renowned for its premium, highly engineered lightweight materials, serving multiple industry segments, including tobacco, cannabinoids, battery, surface protection, packaging, and medical. With facilities spread across Asia, Europe, Latin America, and the United States, the company employs nearly 2,000 individuals, including a seasoned management team.

“This marks a milestone for our employees, our customers, and our partners. Leveraging our profound engineering expertise in botanicals and natural fibres, we are

dedicated to further advancing innovation in our distinctive products and technologies, all while expanding our manufacturing capabilities,” said CEO of SWM International, Katrin Hanske, expressing her enthusiasm after the deal had gone through.

SUSTAINABLE STRATEGY

SWM International is a leading global supplier with great expertise in botanicals and natural fibre-based solutions. With centuries of experience, the company offers a broad product portfolio, a global footprint, and expert services that drive innovation across diverse markets. These markets include combustible and smokeless tobacco, next-generation categories like heated tobacco and oral delivery solutions.

The company also has a unique expertise in advanced fibres critical to a wide range of industries.

It is also strongly committed to sustainability, advancing its environmental, social, and governance (ESG) strategy in collaboration with customers and partners. SWM International has just announced a commitment to reduce its carbon footprint in line with the goals of the Paris Agreement.

This has been formally submitted to the Science Based Targets initiative (SBTi) and marks an important step in its journey to reduce the environmental impact of its operations.

The sustainability programme, named Thinpact, aims to reduce plastic use through innovations like the filtering media product range Evolute™, to reduce the impact on the environment through life-cycle assessment (LCA), and through eco-design, helping customers achieve circularity.

FIRST CLASS FILTER SOLUTIONS

When asked about the filtering media product range Evolute™, and the challenges faced, Alice Jaussaud, Product Manager at SWM International, tells TJI that one of the biggest challenges is the ongoing evolution of the EU Single Use Plastic Directive which affects the pace of transition to alternative products launch on the markets. However, despite the regulatory uncertainty, Alice Jaussaud observes an increasing trend for eco-friendly solutions in all tobacco products applications, especially in the roll-your-own market for paper-based filter tips and, additionally, notices a rising demand for paper-based solutions in heat-not-burn (HNB) market segment. ▶



The company views the biodegradability of its materials as a significant advantage in reducing the visual pollution of filters

SWM International anticipated this trend and thanks to this has already achieved significant milestones to meet requirements from customers willing to reduce their dependence on cellulose acetate.

One thing is certain, the entire tobacco industry is concerned with reducing plastics and CO² emissions, reflecting a global trend that extends beyond the EU SUPD. Moreover, the importance of biodegradable filters for the industry cannot be overstated. SWM International can attest that companies which have already opted for the Evolute filtering media product range benefit from components having a lower impact on the environment as they are certified OK biodegradable in soil and marine environments. SWM International views the biodegradability of its materials as a significant advantage in reducing the visual pollution of filters. Additionally, a study has demonstrated a significant reduction in CO² emissions during the production of Evolute solutions compared to regular filter materials.

We all know that it's a long journey and SWM International's team of experts continues to develop a comprehensive portfolio

of Single-Use Plastic (SUP) compliant products to address the growing challenge of plastic pollution. In this way, all tobacco market segments, including combustible cigarettes, HTP, HHP, the cannabinoid market, roll-your-own filter tips, and make-your-own filters can accelerate the transition to plastic-free solutions.

As the transition to more sustainable filters progresses, it will be up to companies like SWM International to provide robust solutions that support the industry in this change. In the future, filters will continue to fulfil their traditional role in tobacco products, with the primary difference being their environmental impact.

SWM International is now working to supplement its current industrialized portfolio with the next generation of filtering media, which will be available in the coming months.

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Photos: SWM

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