

Evolute® leads the way

SWM's sustainable filtering media solution Evolute® is gaining traction in the market. Building on this growing momentum, SWM has established a dedicated platform to support its customers' sustainability journeys with cellulosic fiber-based filters. The platform focuses on developing solutions to reduce the environmental impact of filters and significantly reduce scope 3 emissions compared to cellulose acetate.



Photo: SWM

SWM's sustainable filtering media solution Evolute®

Concerns about waste and pollution are growing, especially from cigarette butts. SWM International is taking action. Evolute® is a sustainable filtering media range of solutions to accelerate the transition to sustainable filters for all tobacco market segments.

"The Evolute® portfolio offers considerable advantages in eco-credentials. Beyond non-plastic materials as required by the EU Single Use Plastic Directive, our most recent work demonstrates that Evolute® can reduce the CO₂ emissions to less than one third compared to Cellulose Acetate (CA). Depending on the specific solution within the portfolio, the reduction can reach 80 per cent," explains Product Manager, Filtering Media, Alice Jausaud. The demand is increasing fast, and feedback is encouraging. "With the expanding portfolio, Evolute® is providing solutions to fit with every major market

segment. Our Generation 2 materials have been designed to match 10-1-10 requirement with full flavour cigarettes. Our Generation 1 materials have been successfully answering the needs of the low-tar cigarette, HTP, RYO and MYO segments," says Jausaud. In line with the growing environmental awareness of consumers, Evolute® is set to become the new standard for the filters of tomorrow, addressing their concerns.

PLATFORM

Evolute® is a multi-generation programme, therefore SWM is continuously working to expand the portfolio to answer to each tobacco product application. The genesis of the Evolute® programme was driven by the recognition that, while SWM possessed the necessary know-how and a clear

sustainability strategy, effective execution demanded a more agile approach - one that prioritized agility, risk-taking, and speed. Traditional business structures can sometimes limit innovation, so SWM envisioned a dedicated platform that would empower self-directed, cross-functional teams to act autonomously.

Led by General Manager Jorge Balthazar, the team has dedicated expertise in the areas of product management, business development, technology and technical service, product development, cigarette and stick design, sustainability, and next-generation products. Being highly autonomous, the platform acts as a special business within SWM, with its own fully dedicated leader and team. "Given the dimension of the challenge, success requires working closely with customers, partners, and suppliers and free up from typical constraints of the day-to-day business, current technologies and existing structures, in order to develop new and truly collaborative ecosystems that find solutions engaging the efforts of the whole value chain," Balthazar tells TJI.

For customers, the Evolute® platform offers significant advantages. The dedicated team and resources are exclusively focused on supporting and accelerating their sustainability journey. The platform provides a single, clear point of contact and develops tailored strategies and initiatives for each customer. Clients benefit from increased access to expertise across scientific engagements, from filter and stick design to regulatory and legal IP reviews, as well as on-site technical support. SWM is also investing in key equipment, new methods, and robust tools to streamline analysis, enhance knowledge creation, and facilitate a smooth transition toward sustainable alternatives. Another unique benefit is Evolute's flexible engagement model, which adapts to each

Photo: SWM



Led by General Manager Jorge Balthazar, the team has dedicated expertise in many areas

customer's preferences - ranging from deeply collaborative project work to traditional, transactional customer-supplier interaction. The amount and type of support provided are entirely customer and market-driven, making Evolute a truly comprehensive resource throughout the sustainability journey. At its core, the Evolute® platform is dedicated to simplifying and accelerating the product qualification process, ensuring deadlines are met while providing exclusive resources, technical support, and rapid access to samples. By investing in state-of-the-art equipment and leveraging the team's extensive expertise, Evolute helps customers navigate the complexities of sustainability and deliver results faster and more effectively. All this is also reflected in the feedback. "We have seen a very good degree of engagement, and the accessibility, dedication and expertise provided by the platform has been highly valued. As we say in the team, the end goal is to be able to 'read the mind of our customers', anticipate how we can better find solutions to service

them, have strong alignment from a single shared plan for both, the customer and SWM. We value and strive to strengthen every single relationship with the customer stakeholders involved in this transition," says Balthazar.

The platform's main aim is to create a solution to accelerate the conversion from a technology that has served the industry well for many decades, but that is increasingly under pressure to deliver on the current environmental expectations of consumers, customers and regulators. "We will allocate resources in the platform to develop objective, science-based standards that provide clarity, drive true change for the industry and cut off greenwashing, engaging with reputable stakeholders whose work is based on such goals," adds Balthazar.

Sustainability plays a central role in the Evolute® platform and is closely integrated with SWM International's broader strategic initiatives. Sustainability is not just a value, but a long-term strategic accelerator for SWM, encapsulated in its corporate SWM

Thinpact programme. This programme centres on four main pillars: Circularity, Eco-Design, Plastic-Free Solutions, and Greenhouse Gas Emissions. In line with these priorities, Evolute® significantly advances three of these pillars - Eco-Design, Plastic-Free Solutions, and Greenhouse Gas Emissions. Innovation at Evolute® begins from the conception of new materials, guided by principles that ensure high environmental standards.

PARTNERSHIP

A cornerstone of the platform's success is its strategic partnership approach in developing new-generation materials for sustainable filters. The primary goal of these partnerships is to jointly establish a robust, long-term supply chain that supports the rollout of SWM's innovative products. In a time of significant industry transformation, SWM sought to unite the most comprehensive range of expertise available in the marketplace. Partner selection was guided by alignment in core values and a shared vision for sustainability, as well as proven capabilities in serving Fortune 500 companies, with a global market reach, and a commitment to engineered specialty materials. "We looked for affinity in the DNA and alignment in the strategic long-term goals. We have joined major strengths to make the partnerships the strongest one in the marketplace," Balthazar says and continues, "Without giving away more than is appropriate, our plans are ambitious. We created the platform and partnerships to be a dominant actor in this field where we have a strong right to play. We will continue to work hard to earn our customers' trust with every interaction and kilo of product we supply and stretch ourselves to bring the best offering for their needs now and in the future."

Evolute® embodies SWM's commitment to innovation, sustainability, and customer-centric collaboration. Through dedicated teams, strategic partnerships, and a focus on meaningful results, SWM is not just responding to industry change - it is leading it. As the journey towards sustainability accelerates, Evolute® stands ready to empower customers and partners alike to achieve their goals, drive impact, and create lasting value - both today and well into the future.

Marie Mayer

Photo: SWM



Alice Jaussaud

Photo: SWM



Jorge Balthazar