

# Ingenious Genia

McAirlaid's biodegradable Genia filter is the result of over 20 years of research and combines the **enjoyment with the responsibility of smoking**. After two years of the pandemic, the company is looking forward to heading back to trade fairs and is excited for the future.

**G**enia's claim – "First full of flavour. Then fully biodegradable" – is an accurate description of what the product has to offer. Genia works for any product that has a filter whether that be cigarettes, filtered cigarillos, or Roll Your Own products. It contains no plastic making it fully compostable, and its unique non-woven process delivers a very pleasant taste compared to paper filters.

With different regulations such as the EU Single-Use Plastics Directive recently coming into effect, biodegradable products such as the Genia filter have seen a rise in demand. "Things are moving very fast currently. We are seeing a steady increase in interest and demand for Genia filter material," confirms Katja Selle, Associate Sales Director at McAirlaid's. She thinks that in the future the demand for more sustainable products will only continue to increase as consumers become more aware of the effect their behaviour has on the environment and as new regulatory measures come into effect. "We are beginning to see interest in sustainable products in other geographies and expect this trend to accelerate in coming years," she says.

With interest from consumers and global awareness growing, more and more companies are eager to switch from the



traditional acetate tow to alternatives like Genia. Of course, next to safeguarding taste and maintaining quality, price plays an important role when considering a switch, as Selle is well aware.

"Our filter is available at competitive pricing compared to the alternatives as well as the ability to deliver large volumes," she says laying any doubts to rest. Several customers of McAirlaid's have successfully launched commercial products (cigarettes and filtered cigarillos) onto the market during the past 12 months and the company is looking forward to more market entries over the next year. This positive outlook is helped by the fact that the company implemented a new filter rod maker in early 2021. "With this new machine we have been conducting

more developmental work inhouse, resulting in stable quality in various specifications," Selle explains. "Providing potential and future customers globally with test filters in a timely manner has also been a big plus. Also, we have seen a steady increase in interest and demand for our non-woven material."

Communication with customers and potential clients has been tough for a lot of companies over the last two years, and McAirlaid's is no exception. Like many others, the company relied on video conferences and staying in touch via different media channels. Now, the first post-pandemic trade fairs are just around the corner and McAirlaid's are excited to be back. "We will be exhibiting at WT Europe in Sofia and also Intersupply in Dortmund and possibly at WT Asia as well. And, yes, we are looking forward to it – a lot! Working with video conferencing works well for a while but, in the long run, nothing replaces personal interaction and meetings," says Selle. "Should you have interest in a high-quality plastic free filter that ensures pleasant taste, you should definitely test Genia; and if you are in Dortmund, please do come and pay us a visit. We are happy to explain more about Genia and can provide samples for testing according to your specifications," she concludes.



The Genia filter contains no plastic and is fully compostable

**Tanya Wolf**

# GENIA

**WASTE NO TIME SOLVING  
THE WASTE PROBLEM**



**BIO**  
DEGRADABLE

**ZERO**  
plastic\*

**GREAT**  
TASTE

[www.genia-filter.com](http://www.genia-filter.com)

GENIA is the latest innovative cigarette filter material, combining purest tobacco flavor and a clean environmental image. GENIA is made from renewable resources and is fully compostable (EN 13432 certified) and therefore disperses within weeks.

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\*THE FILTER MEDIUM CONTAINS NO PLASTIC.