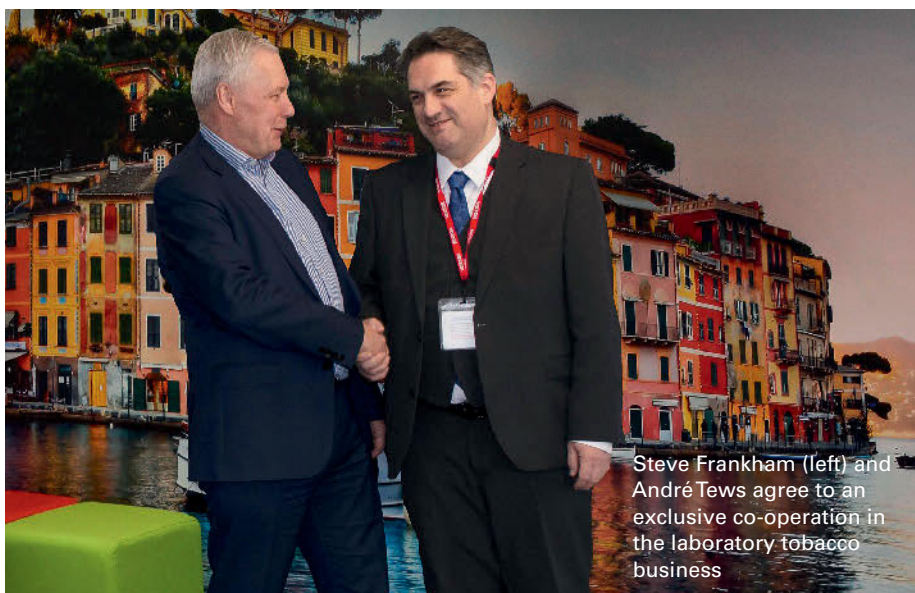


CERULEAN TO MARKET TEWS PRODUCTS

When it comes down to the perfect cigarette, quality control and moisture measurement always go hand in hand. So it is no surprise that two leaders in these fields have created a symbiosis to find better solutions for customers worldwide.



Steve Frankham (left) and André Tews agree to an exclusive co-operation in the laboratory tobacco business

Cerulean, one of the leading supplier of tobacco machinery, and Tews, one of the leading manufacturer of moisture measurement systems for the tobacco industry, have announced that Cerulean will be marketing exclusively Tews laboratory devices for the tobacco industry worldwide.

“By joining the leading supplier of microwave measurement technology and the leading supplier of tobacco test instrumentation, we will be able to provide our customers with more new and exciting products, helping drive a profitable business for us all,” Managing Director of Cerulean, Dr Steve Frankham, announced.

For more than 70 years, Cerulean has been a global supplier of measurement and quality control equipment. The UK-based manufacturer is part of the Tobacco Division within the

COESIA group of companies with G.D., Molins, SASIB, Comas and Cerulean. The company has a manufacturing facility in the UK and sales and service offices in key markets worldwide. Cerulean has achieved global recognition for its expertise in supplying precision measurement systems to the tobacco industry. “We see a great opportunity in the cooperation between Tews and Cerulean/GD for all stakeholders,” said André Tews, managing director and owner of Tews, and added: “By taking this step, both companies will be able to deliver better services and high performance solutions for our customers in all fields of microwave based instruments, including sales and after sales services as well as customized product solutions worldwide.”

Tews was founded in Germany in 1970 and developed into one of the world market leaders in the field of industrial microwave

moisture and density measurement. The family-owned company is headquartered in Hamburg with a US subsidiary and service centres in Bangkok and Hong Kong. Tews develops, manufactures and distributes unique solutions for customers around the world. Using its patented measuring method based on microwave resonance technology, Tews has been developing measuring systems for the tobacco industry for almost three decades. It is also a supplier for the food & feed, pharmaceutical, chemical and wood industries.

Cerulean expands the global reach of Tews products and provides local support to the product range with 19 global sales and service engineers in Mexico, Brazil, USA, UK, Italy, Czech Republic, South Africa, Egypt, Pakistan, Singapore, Malaysia, Indonesia, Korea, China and Pakistan.

This new agreement is based on the long-standing commercial and technical relationship between Cerulean and Tews that goes back more than 20 years. Tews flagship products now being distributed worldwide exclusively by Cerulean include the MW4420, MW4300, and MW1150.

MW4420, for example, is a multifunctional test station for the final quality inspection of finished cigarettes and filters. The MW4420 detects moisture, charcoal content and triacetin, weight and density, capsules, foreign bodies and the dense-end control. The device is also able to spot the number, position and condition of capsules within a capsule filter or to determine the different sections of a multifilter.

The exclusive partnership will be branded as “Cerulean powered by TEWS”.

Marie Mayer