

## First UTA auction deemed a success

The tobacco industry recently witnessed the birth of the new UTA sales platform, created to make it easier for sellers to find buyers, and vice versa, for uncommitted tobacco worldwide.

The UTA says the first auction has met its prime objectives—growing awareness and building trust in the concept, getting sellers and buyers to participate, and making the concept work in practice.

The viewing of samples took place on Nov. 28-30 in Antwerp, Belgium, at Tabaknatie's inspection hall. The

online auction on Dec. 5-7 proceeded smoothly, too.

Sellers and buyers had been trained during the viewing in Antwerp, or had practiced with the "demonstration auction" on the UTA's Web site. The UTA support team answered questions during the auction sessions, but most of the users required no assistance.

As to the number of transactions closed, the UTA observed that buyers and sellers started with different expectations. The company says its permanent online catalogue offers an

extra opportunity for future deals.

The UTA is currently evaluating its first experience. The company says it will take into account the market's many suggestions to improve the platform. Such suggestions included reducing the number of samples, accepting additional tobacco varieties and packing forms, a change to the fee structure and the use of the permanent catalogue.

Based on its first auction, the UTA is confident that the new platform will be of added value to the tobacco industry.

## Trierenberg's former paper division becomes Delfortgroup

The T1 Paper Group, formerly part of Trierenberg Holdings, will from now on trade under the name Delfortgroup AG.

The Delfortgroup was created as a result of Trierenberg Holdings outsourcing its paper division as of March 6, 2006. Headquartered in Traun, Austria, the group has mills in Europe and sales offices in Hong Kong, the United States and Australia. Delfortgroup concentrates on four business areas—cigarette and plug wrap paper, tipping base paper, thin-print paper and release-base paper.

The Delfortgroup comprises six wholly owned subsidiaries—Dr. Franz Feur-

stein and Wattenspapier in Austria, OP papírna in the Czech Republic, Tervakoski Oy in Finland and Dunacell Kft. and Dunafin Kft., both in Hungary.

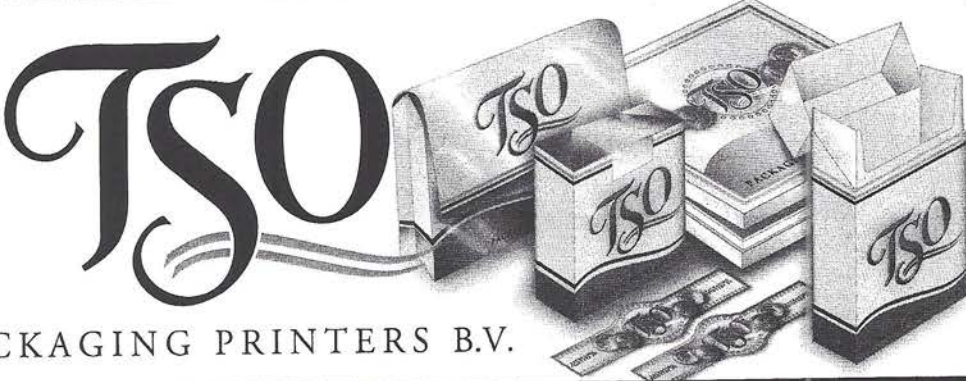
Going forward, the Delfortgroup aims to solidify its current activities and expand into new business areas. In particular, it has high expectations of the graphic paper, roll-your-own paper and fiber segments. Chief Executive Martin Zahlbruckner expects the group to achieve a turnover of around €460 million (\$613 million) in 2006, an increase of 12.2 percent compared with the previous year.

## BAT withdraws split pack in Australia

British American Tobacco has agreed to stop supplying in Australia a cigarette pack that is alleged to breach the country's Trade Practices Act, according to an ABC report.

The Dunhill wallet pack, developed by Colin Mear engineering, can be split into two separate packs, and the Australian Competition and Consumer Commission (ACCC) alleges that, when split apart, one of the packs does not show the required health warnings and consumer information.

The ACCC is taking legal action against BAT in a federal court. BAT had given an undertaking to the court that the packs would be withdrawn from sale and the case has been adjourned.



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