

Social Value of New Product

High technology is the common channel for development; It is not only in the lead to create new things and products, but consideration must be given to the utility of the product which must be modernized so that it will become : highly competitive flow continuity and reliability

How will be the technological process of cigarettes in future?

Probe : (A) A cigarette in a kind of saleable and luxurious articles of daily use in people's modern lives. It has the effect of extremely excited at first and then calm. It will be effective within a short while. So it becomes the best way for smokers to be happy.... selfless.... release pressure.

Probe: (B) Cigarettes and wine is the outstanding figure in the international trade and commercial transaction, especially cigarettes, export amount exceeds others. Foreign exchange and ample tax will be brought to the country. The profits gained will have the potentiality of building up the society and powerful economy. Without cigarettes and wine, tourist industry in every country all over the world is bound to wane and will loose the brilliance of nightlife leisure and entertainment. No matter transportation, casino and stock exchange etc. will be affected widely.

Probe: (C) Isn't it the only basic method that will solve the overall forbiddence of smoking cigarettes? Smoking of cigarettes is prohibited in one country that does not mean it will affect other country to ban smoking cigarettes. To the contrary, will the consequence of banning smoking cause smuggling and drug trafficking to be more serious? What kind of measures and prevention to be taken must be considered by the Government.

Probe: (D) May 31 has been fixed as "World non-smoking Day". Smoking is really detrimental to health and the main reason of increasing the rate causing tuberculosis cancer and heart disease. This the warning given to the smokers. In future, Control of Nicotine in the production of cigarettes will certainly be adjusted.



Yes, until now, it is really the time to go through a severe test for cigarettes. Singapore is the first country to control smoking strictly Can the Enterprises and manufacturers create new generation products within ten years in future? Any beneficial standard for reducing cigarettes to harm the health of people will be the important issue for cigarettes to march into modernization Therefore, we raise in the first capacity that : Prepare to produce a newborn Brown Rockaweil Caffeine Cigarette and put it in the market for competition.

Break-through key points of making are divided into 3:

1. Making anti-cancer with “neutral” function for Brown Rockaweil Caffeine Cigarette.

- Please refer to the plasticity of the two molecules of Caffeine and Nicotine. The Caffeine molecular formula is C_8H_{10} 02 N_4 H₂O. Nicotine molecular Formula is $C_{10}H_{14}N_4$, but short of O_2 and H_2O . This is what the key that we are seeking to break through — the opportunity of production.
- Tobacco contains more than four thousand chemical substances, among which 43 are carcinogenic. Whether the application of its quantity is directly or indirectly reduced, its harm to human body will be reduced accordingly. This is a law.

In view of this, we have used another organic compound “caffeine” to gradually replace nicotine, both of which possess the same taste, are irritant, and having the same functions of excitation and tranquilization. The percentage of these two substances used being 75%N to 25%C at the beginning stage, 50%N to 50%C at the middle stage and 25%N to 75%C at the final stage. Based on this distribution of appropriate quantity of the two substances, and advantageous and harmless chemical adjustment basis and control will be acquired.

The super structure of Brown Rockaweil SG caffeine cigarette is using the match of alcohol, methane and H_2O , as in the combustion it makes harmful gases such as H, CO and NO_2 harmless. The remaining tar and nicotine have been neutralized and dissolved, and a new generation product possessing the absolute advantages of 20% to 80% anticancer rates has come out. This is our final objective.

2. Breaking through the traditional model and introduce square is the trade mark of our Rockaweil product which is enough to open up the new developing market, standing in the first place in the world.

In conclusion : Square shape is better than round shape.

For examples :

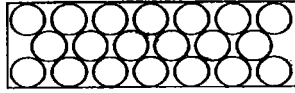
Calculation in space, O and have same area.

Diameter of O is 0.8, area is 0.5 cm^2 .

LXH of is 0.7 cm, area also is 0.5 cm^2 .

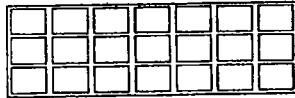
Square shape saves $0.8\text{ cm} - 0.7\text{ cm} = 0.1\text{ cm}$ space.

Take 20 round shape cigarettes to arrange in row:



Easy to oxidize, losing the taste of cigarettes

21 square shape Rockaweil can be admitted in a package.



Not easy to oxidize and can be kept fresh.
Applicable for longer time.

Therefore, we will achieve newer Dulux Packaging, beneficial, Minimize space and Freshness; successfully save transport and cost and increase export quantity etc ...

Furthermore: Selling price of normal O shape cigarettes is \$10.00 a package. And ☐ shape cigarettes possessed of anti-cancer, anti-heart failure is also \$10.00 a package. In the economic benefit and service standard, it shows that it is more splendid

3. Break-through of Limits and ensurance of Life

While smoking Rockaweil which is anti-cancer and anti-heart failure, we pay most attention to how to reinforce to fight against the "second-hand smoke" generated from the smokers and the smoke that pollutes the environment of the surrounding area and endanger the lives of people. Therefore, a square extinguisher for being used at any time.

A lot of smokers throw away the cigarette butts at random while they are rushing though the cigarettes have not been completely consumed. Smoke generated out of the cigarettes will continue to cause pollution to the environment. The flame of a cigarette which has not been put off will lead to cause a fire and a loss of properties and lives.

By using Rockaweil Extinguisher, the above problems will be solved. The smokers can consider to throw away the cigarettes into the dustbin after putting off the flame or to keep the non-finished cigarettes to be lighted up again.

Claim by Brown Rockaweil SG. Caffeine Cigarette in the Following Aspects and Conclusion:-

First invented by our Company through R & D, Brown Rockaweil SG has broken through the traditions and surmounted barriers during a lapse of 100 years and has become a new generation patented caffeine cigarette. Its purposes are to induce smokers to quite smoking traditional alkaline cigarettes and reduce the direct harm from getting lungs cancer, oral cavity cancer and heart complications.

- In pattern, “square” represents our Company’s mode of production possessing health, salvation and quit-smoking functions, so as to differentiate from other cigarette manufacturers’ modes of production.
- Step by step with regularity to get rid of smoking for the heavy smokers and those who wish to give up smoking, and enable them to restore their health and live a new life;
- Render a new contribution for our Nation and community, and for lives, wealth and health.

At last, consideration must be given to one’s own safeguard, adaptability, measures and acceptance, and also understanding acquired by all the various aspects and relevant propaganda. We specially submit our application to your authority to claim for professional protection sated as follows:-

- A. To forbid other manufacturers to copy our design right and sale network of square-shaped cigarettes so as to prevent to mix up with the function and prospect of our caffeine cigarettes.

B. To forbid the other manufacturers to make Brown Rockaweil SG Caffeine Cigarettes and relevant tobacco through the following special channel :-

- 1) To use thin and combustible herbaceous fibre and basical high caffeine substance to manufacture the same, such as to make use of the natural coffee beans, tea-leaves and coco to stream, cure and sterilize through high technology to obtain the provision of various tobacco of new generation; partial or even overall to replace the operation of nicotine to stress the various taste of cigarettes of coffee, tea and coco.
 - 2) To have caffeine condensed to become columnar shape by using compressing method and half built in the filter of the cigarette to reinforce solution, penetration, and to reduce the hazard of nicotine's acute poison. It has the function of aiding digestion and diuresis.
- C. To provide the supply and promotion of 2 into 1 (i.e. cigarette extinguisher and extension device), the object of which is to prevent any harmful smoke generated from the mouths of the cigarette smokers and increase the will of a smoker who is keen to get rid of smoking. Other manufacturers shall not anyhow copy and sell the same together with the traditional cigarettes.

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