Customer Needs
When making cigarettes, the tobacco industry blends several kinds of tobacco and chemicals to make the characteristic taste and smell of different brands of cigarettes. The cut tobacco, known as “rag”, is placed in a large drying tumbler to lower its moisture content. They heat the tobacco to about 37°C (100°F). The temperature is critical to the manufacturing process. If the temperature is too low then the tobacco is too moist and cannot be properly used in for the cigarette. Overheating can actually cause the tobacco to begin to burn. The spot pyrometer is aimed directly into the dryer to insure the proper drying temperature.

The suggested instrument for this process is a Modline 4, 44 Series with the range of 100°C (200°F). In addition, this process absolutely requires an air purge to keep the lens clean. These companies usually require several instruments because of the number of dryers that are present in the plant.

Features/Benefits to address
Product
• Modline 4 with air purge will keep the lens from getting covered in dust from the application.

Application
• Prevent overheating and burning of the tobacco
• If cured at the right temperature the tobacco will have the right moisture content to be easily packed and rolled in the cigarette.

Who to talk to?
1. Operator in charge of the tobacco dryer
2. Plant engineer

What to take?
1. Modline 4 Demo

Names of customer
The tobacco industry in the United States has undergone such scrutiny that many smaller companies have gone out of business or bought out by larger companies such as Brown & Williamson and Phillip Morris. Tobacco production overseas is still more diversified and smaller companies, which lack the proper instrumentation, can be found.

In North America Look for older plants, which have not upgraded their instrumentation. Many plants have been hurt by the public’s negative perception of smoking and are looking for ways to eliminate waste so they can better control costs.