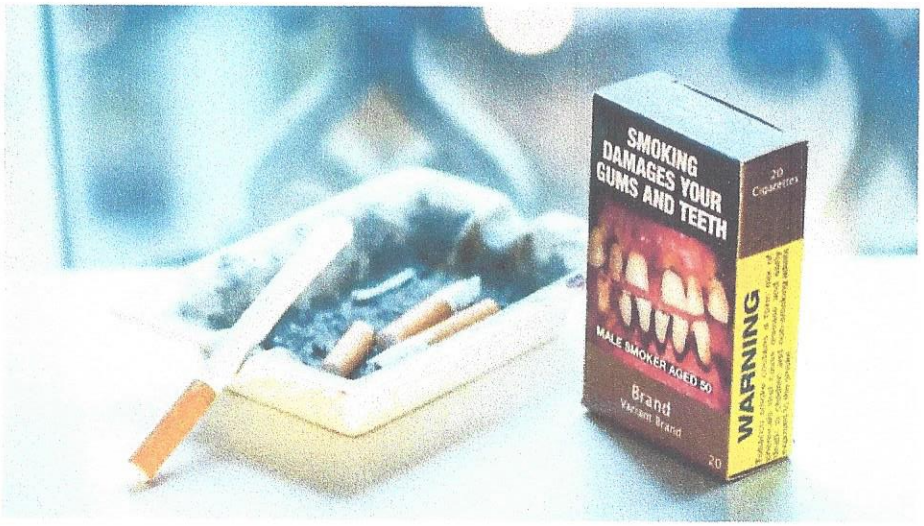
FINANCIAL TIMES – FEBRUARY 2017

BIG TOBACCO SETS STAGE FOR ALCOHOL TO DEFEND BRANDS.



The Consumer Packaging Manufacturers Alliance argues that Plain Packaging on alcohol would curtail an area of brand design and development in which the UK is a 'world specialist' at a time when 'brands need to be protected and intellectual property rights maintained in the globalised trading environment.'

Financial Times – February 2017