

R.J. Reynolds Tobacco Co. Winston Evo Flask, 2002

R.J. Reynolds Tobacco Co. recently introduced the Winston Evo Flask pack, marking the first significant redesign of the cigarette box in three decades. The Flask pack, made of recyclable plastic, is water-resistant, crush-proof and designed to fit inside pant or shirt pockets. The Evo Flask is being sold in two new tobacco blends - a light blend and a rich blend. The light blend pack builds on Winston's new signature silver look and the rich blend has black packaging. Each plastic pack is sealed with aluminum foil, and each "Evo" cigarette has a gray filter wrap and gray-striped design on the cigarette paper. The new Evo Flask innovation has been supported in the marketplace with extensive P.O.S (point-of-sale) displays and cutting edge CD-ROM marketing. If the new packaging is received well by smokers it can be expected that RJR tobacco will extend usage of the new pack beyond the Winston brand

[Click any image for a larger, more detailed view.](#)



[From the mini CD included with the pack](#)



EYE TEST CONSOLE

YOUR TASK LIST:

- Crush Proof Test
Power Level 1
- Water Resistant Test
Power Level 2
- Crush to Fit Test
Power Level 2

OPERATION TEST

POWER LEVEL: 1

CRUSH PROOF TEST

WATER RESISTANT TEST

CRUSH TO FIT TEST

OPERATIONS - Not actual tests

GO BACK

No additives in our tobacco does NOT mean a safer cigarette.

SMOKING STRONGLY WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Winston

NEW EYE FLAVOR

EXPERIENCE NO BOUNDARIES

Winston Smooth 52

TEST EYE FLAVOR

ORDER THE BOUNDARIES

GO UP FOR SPECIAL OFFERS

SEND FEEDBACK ON TO NEW EYE FLAVOR

THE WINSTON MISSION.
We don't believe in the status quo. It's why we developed First Cut™ Tobacco. That's why we took out the additives and the reprocessed sheet tobacco made from tobacco scraps. And it's why we created Quantum Smooth 52 and the new Cut series. We're committed to raising the bar and we're not going to stop. Ever.

PRODUCTS & PACKS

Click on any title and visit the pack to the right.

LEARN ABOUT FIRST CUT™ TOBACCO

No additives in our tobacco does NOT mean a safer cigarette.

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EYE TEST CONSOLE

YOUR TASK LIST:

- Crush Proof Test
Power Level 1
- Water Resistant Test
Power Level 2
- Crush to Fit Test
Power Level 2

OPERATION TEST

POWER LEVEL: 2

CRUSH PROOF TEST

WATER RESISTANT TEST

CRUSH TO FIT TEST

OPERATIONS - Not actual tests

GO BACK

No additives in our tobacco does NOT mean a safer cigarette.

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