

## **THE WORD ON BUTT-IN**

### **SMART SMOKING FOR A CLEANER WORLD**

By DAVID GWODZIK

Butt-In is an environmental friendly invention that you would think would make the tobacco industry very happy. You would think that with so much negative press surrounding the tobacco industry they would welcome innovative solutions to improve their image...

On the other hand, maybe it pays more not to think!

The story is quite interesting. One day, a smoker is standing outside a local establishment and wants to have a smoke. He knows that new laws exist prohibiting smoking just about everywhere. Now, he learns, that after he finishes his smoke he will have to discard the butt properly or face a fine. But what to do with the butt, when there is no place to discard the butt - except on the ground. That is not the solution municipality and tobacco bosses had in mind when the restrictions came down. Now that we have fewer place to light up and no solutions available to properly eliminate the butt, we are faced with trillions more on our streets, in our water, beaches, parks, etc.

Our smoker, meanwhile, realizes he is faced with a dilemma. Does he add to one of the worlds major pollution problems or does he re-think the situation and become a “smart smoker?”

According to the World Health Organization, world population hovers around six billion people and out of this number, “ there are 1.1 billion people in the world that smoke – that is one-third of all the people on earth over the age of 15!”

For example, “the 470 billion cigarettes smoked in the US translates to a total of 176,250,000 pounds of discarded butts in one year alone!”

“The filters from 5.608 trillion, approximate world production, would weigh more than 2.1 billion pounds!”

Facts of this nature can be found on most major tobacco company’s websites – the general numbers that appear here were taken from Philip Morris USA website – Policies, Practice & Procedures.

Other facts that are of great interest noted that cigarette litter is among the most common forms of litter.

“Each year the Ocean Conservancy sponsors the International Coastal Cleanup, where volunteers collect and count refuse on beaches and waterways. In 2003, cigarette butts were the most commonly littered item on beaches. Besides being unsightly, cigarette litter can pose a danger to wildlife. Some people would never dream of dumping garbage in a public place, but throwing cigarette litter on the ground without a second thought is quite common.”

**If the problem is about educating the smoker or that there are not enough places to properly discard butts, then why not offer the tobacco industry and government bodies worldwide solutions to deal with this issue...**

**It appears that no one is in a big hurry to offer options that can save the environment or change a smokers perception on discarding butts.**

**“Cigarette filters, which make up most of the butt, are made of cellulose acetate fibers, a form of plastic. Numerous studies have been conducted to determine the degradability of cigarette butts. The result of these studies indicate that filter butts degrade very differently under different conditions. In many cases, it can take several years for an improperly discarded butt to degrade significantly.”**

**Reducing cigarette litter means changing attitudes toward the butt by raising awareness about the problem. Encouraging the tobacco industry, local governments, property owners, resorts-hotels and facility managers to support new inventions that eliminate butt pollution is the correct way.**

**Our smoker, who has now deliberated his options, had a marvellous idea. The world needs a Butt-In.**

**What?**

**The cigarette industry, according to their websites, supports “portable ashtrays” that will effectively approach the subject.**

**Butt-In is a solution – an invention that can be used in changing the perception of smokers, supporting the tobacco industry’s image and adding new advertising campaigns! Most importantly – properly discarding butts worldwide!**

**What is a Butt-In?**

**Butt-In is a lifestyle management solution for smokers and non-smokers alike.**

**Butt-In and Smart Smoking is an awareness based on convenience and social responsibility.**

**Butt-In is an intelligent lifestyle management solution that is of significant importance to the tobacco industry and city governments world-wide.**

**The invention was created by our smoker facing the dilemma in the above story.**

**David Gwodzik and Sven Hoeffig are two smokers, living in Berlin, Germany who realized that what the world needs now is a 21<sup>st</sup> century tool designed to be placed inside or outside a cigarette box. Research results demonstrated that the application for discarding butts can be inserted in assembly packaging units used by the tobacco industry. The cylinder is as light as a cigarette and fits inside the standard cigarette pack. No damage to the paper or box occurred.**

**These results were very encouraging and the support tool is exactly what the tobacco industry welcomes – inventions that will effectively and positively deal with discarding of cigarette butts. Also, the cylinder can be produced independently of the tobacco industry and used by property owners, resorts–hotels, airports, train stations, city transportation, hospitals, theaters, major sporting events – stadiums, etc.**

**Mr. Gwodzik and Mr. Hoeffig, along with their support team – Professor Wolfgang Jahnke and Mr. Thomas Bayer, began their campaign in introducing the invention to several tobacco giants – Philip Morris International, Philip Morris USA, Reemtsma, J.R. Reynolds, etc.**

**The reply: “No thank you! We have our own research and development teams in place who are tasked with finding similar solutions.”**

**Hardly the “welcome” Butt-In anticipated.**

**To date, we have seen nothing coming out of the tobacco industry that supports dealing with cigarette butt pollution.**

**Butt-In hopes to find a tobacco company who would be interested in supporting its invention. The group that does take it on board will provide the necessary support governments and property owners are seeking – smart smoking solutions that assist in eliminating cigarette butts.**

**The Butt-In project also contacted World Cup Germany 2006 – Green Goal organizers hoping to introduce the cylinder to millions of visitors. Unfortunately, timing may have been a factor, but the chief organizers did not reply to the offer.**

**“Green Goal – Kick-In & Win” would have minimized the clean-up costs and delivered an important message – Butt-In and Win!**

**The next ambitious activity being planned by the Butt-In team is to offer the project to the Mayor of Berlin and the organizers of Love Parade. With a million or so dancing in the streets, there will be several million more butts littering the streets. Clean-City campaigns are very important and it would be fitting to see Butt-In used as a smart smoking and promotion tool during the event in Berlin.**

**The Love Parade organizers are promoting a special “No Waste” campaign – Butt-In would be a perfect solution to change the perception of smokers and get the city involved in a positive way. Come to think of it, it would be another reason for the tobacco industry to get involved. The city of Berlin nor the Love Parade organizers have yet to respond to the Butt-In proposal.**

**One day, sooner than most of us can imagine, smoking will be prohibited in most public places. Butt-In is a visionary invention that most certainly will be found in cigarette boxes. The technology works and the smart smoking support makes absolute sense. Apropos cigarette box, the inventors believe that the cigarette box will be the tobacco industry’s future advertising tool. Restrictions regarding tobacco advertising will also make Butt-In an invaluable product.**

**Again, Butt-In offers advertising on its cylinder – it can even be used as a business card!**

**The world is ready for Butt-In, but is the tobacco industry and city governments ready for a cleaner world?**

**Butt-In can be contacted via their website – <http://www.buttin.de>**

**Butt-In “welcomes” the opportunity to work with industry and governments who are willing to initiate new campaigns for smart smoking, clean cities and a cleaner world.**

**David Gwodzik, Ed.M.**

**Butt-In, Co-Inventor**

**[davidgwodzik@yahoo.com](mailto:davidgwodzik@yahoo.com)**

**[www.buttin.de](http://www.buttin.de)**

**Telephone 0176 2410 5597**

**Address: Muehlenstrasse 37 – A, 13187 Berlin**

**Berlin - December 2006**