

RIZLA HARD FACTS

- WORLD'S NUMBER 1 PAPER BRAND
- SOLD IN MORE THAN 120 COUNTRIES GLOBALLY
- MORE THAN 200 YEARS OF HERITAGE AND INNOVATION
- 30% MARKET SHARE
- OVER 55 BILLION LEAVES ANNUALLY

200 YEARS OF HERITAGE

AND STILL ROLLING WITH THE TIMES

PAPER WITH NATURAL...



MEMOIRS OF A RIZLA PAPER

1532
Frenchman Pierre Lacroix sets up a family business making smoking paper

1796
Napoleon Bonaparte issues the Lacroix family a license to produce rolling papers for his troops

1866
The introduction of rice paper is such a success that the company changes its name to show that this product will define them from now on. Riz La+ is born ("Riz" = rice in French; "La+" as an abbreviation of Lacroix).

1929
The historic association between Rizla and music begins. "The Rizla Invisible Players", a large van carrying a gramophone and speakers tours events and outdoor attractions across the UK. Rizla also bring out the world's first hand-rolling machine.

1948
Another innovation! Our green papers get even easier to use when we cut the corners off so they slide easily into the machines.

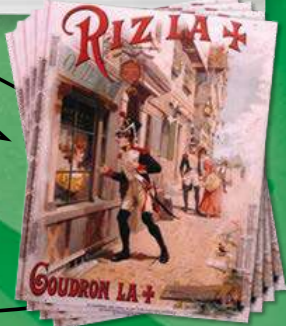
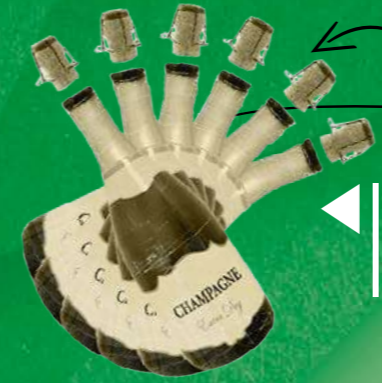
1996
Rizla rolled up to some of Europe's leading festivals with our legendary café. Great moments, great music, great events!

2002
After a few years away from the pits, Rizla returned to the track sponsoring Crescent Suzuki. This started 10 years of close collaboration with the team as we moved into MotoGP together to deliver many memorable races, not forgetting the glamour that our Rizla Girls brought to so many events around the planet.

2007 to 2011
We roll out the new and improved Rizla Invisible Players van, filling it with legendary musicians and becoming the most popular vehicle at major events. This was followed by the launch of RizLab - a collaborative, creative forum for musicians to come together.

2014
Breaking category codes Rizla introduces the Rizla Pink for those who like to stand out. For those who enjoy an authentic tobacco taste, Rizla Natura is made from 100% organic hemp and is just perfect the way it is.

2016
A busy year for Rizla! Rolling out a new global campaign takes centre stage. But Rizla is also back on the grid! Our leading rolling paper brand Rizla has returned to the high octane world of international motorsport as co-sponsors of Yamaha World Superbikes Championship team.



NEW RIZLA LAUNCHES

NATURA



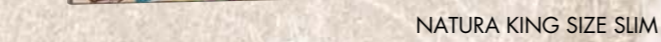
ROLLING WITH RIZLA+ NATURA IS AN ALTERNATIVE WAY TO ENJOY AN AUTHENTIC TOBACCO TASTE. MADE FROM RESPONSIBLY SOURCED 100% ORGANIC HEMP, NATURA IS PERFECT JUST THE WAY IT IS.

50 papers
70x36 mm

32 papers
108x44 mm



NATURA REGULAR



NATURA KING SIZE SUM

ROLL NATURAL.
MADE FROM 100% ORGANIC HEMP.
RESPONSIBLY SOURCED



PINK



LIGHT WEIGHT, LIGHT ROLLING, REFINED TASTE, THIS PAPER IS FOR THE SERIOUS ROLLER. AND THE FUNNY ONES, TOO.

50 papers
70x36 mm



REGULAR PINK



NEW RIZLA CAMPAIGN



NEVER SETTLE



SPONSORSHIP OF WORLD CLASS MOTOR RACING EVENTS



CONSUMER ACTIVATION



HERE AT RIZLA+ WE JUST KEEP ROLLING OUT THE GREAT MOMENTS FOR OUR CONSUMERS

CONTINUE THE PROUD HERITAGE OF RIZLA+ SUPPORTING GREAT MUSICAL EVENTS



NEVER SETTLE

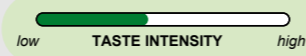
RIZLA PORTFOLIO

RIZLA OWN THE LARGEST PAPERS PORTFOLIO

GREEN



WE USUALLY DON'T CUT CORNERS BUT WE DID IN THIS CASE. THESE MEDIUM WEIGHT PAPERS ARE PERFECT FOR ROLLING MACHINES.



REGULAR GREEN

50 papers
70x36 mm

BLUE



LIGHT WEIGHT, LIGHT ASH, THIS PAPER IS FOR THE SERIOUS ROLLER. AND THE FUNNY ONES, TOO.



REGULAR BLUE

KING SIZE BLUE SLIM

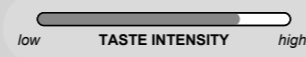
50 papers
70x36 mm

32 papers
108x44 mm

SILVER



PAPERS SO ULTRA-THIN, THEY'RE LESS THAN A HUMAN HAIR. MADE FOR ROLLING THOUGH, NOT FOR HIDING THAT BALD SPOT.



REGULAR SILVER

KING SIZE SILVER SLIM

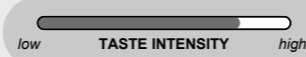
50 papers
70x36 mm

32 papers
108x44 mm

MICRON



YOU'D HAVE TO BE AN EXPERT TO KNOW WHAT TO DO WITH THESE MICRO THIN PAPERS. IF YOU ARE NOT, JUST ROLL WITH IT.



REGULAR MICRON

50 papers
70x36 mm

RED



A MEDIUM WEIGHT PAPER WITH MINIMAL ASH. PERFECT FOR EVERYDAY USE, UNLIKE DATING ADVICE FROM YOUR MATES.



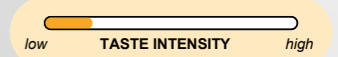
REGULAR RED

50 papers
70x36 mm

LIQUORICE



LIQUORICE-FLAVOURED PAPER FOR A UNIQUE SMOKING EXPERIENCE



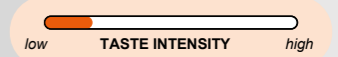
REGULAR LIQUORICE

50 papers
70x36 mm

ORANGE



EASY ROLLING WITH A REGULAR PAPER



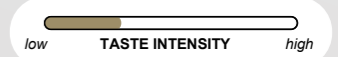
REGULAR ORANGE

100 papers
70x43 mm

WHITE



REGULAR PAPER, EASY ROLLER, SUPER SMOOTH TASTE



REGULAR WHITE

50 papers
70x36 mm

RIZLA ACCESSORIES

RIZLA FILTERS AND ACCESSORIES RANGE COME IN NEW, MODERN DESIGN



RIZLA ULTRA SLIMS

OUR SLIMMEST FILTER TIP. IDEAL FOR PEOPLE WITH VERY SHORT LUNCH BREAKS AND LIMITED POCKET SPACE. THE TIPS ARE WRAPPED IN CELLOPHANE WHICH IS WRAPPED IN CARDBOARD WHICH IS WRAPPED IN CELLOPHANE, AS ONLY OUR EXPERIENCED CRAFTSMEN CAN CRAFT WITH THEIR CRAFTY HANDS.

RIZLA ULTRA SLIMS CARBON

NOT JUST ANOTHER VERSION OF THE SLIMMEST FILTER TIP, BUT A DIFFERENT ONE! BEAR IN MIND, EVEN IF THEY HAVE CHARCOAL INSIDE, DOESN'T MEAN YOU CAN START THE GRILL, IT JUST MAKES FOR A DIFFERENT EXPERIENCE.

RIZLA KING SIZE

THESE TIPS ARE SO AMAZING THE ONLY THING REGULAR ABOUT THEM IS THE SIZE. OH, AND THE NAME! THERE IS A HUNDRED OF THEM WITH IDENTICAL LOOKS, CUNNINGLY HIDDEN IN A BOX.



100% PAPER MADE FILTER TIPS



RIZLA NATURA FILTER TIPS IN A BAG

100% BIODEGRADABLE PURE CELLULOSE UNBLEACHED FILTER TIPS. BAG OF 150 FILTER TIPS 6 MM.

RIZLA NATURA FILTER POPPATIPS

100% BIODEGRADABLE PURE CELLULOSE UNBLEACHED FILTER TIPS. BOX OF 102 FILTER TIPS 6 MM.



RIZLA SLIMS

A SLIM FILTER MADE FOR YOUR PLEASURE IN ANY WHITE COLOUR OF YOUR CHOICE. WE MAKE A HUNDRED AND TWENTY OF THEM WHICH ALL LOOK THE SAME AND HIDE THEM IN A SEE-THROUGH BOX, IN PLAIN SIGHT



STANDARD CLICK ROLLING MACHINE

NOT MASTERED THE ART OF ROLLING OR JUST HAVING A BAD HAND DAY? A RIZLA ROLLING MACHINE IS THE ANSWER! CUNNINGLY WRAPPED IN A BOX JUST SLIGHTLY BIGGER THAN THE MACHINE ITSELF, IT DOES THE JOB PERFECTLY.
NOTE: THE MACHINE IS ACTUALLY LAZY AND WON'T ROLL ON ITSELF.



PREMIUM CLICK ROLLING MACHINE

THE ULTIMATE RIZLA ROLLING MACHINE. MADE COMPLETELY OUT OF METAL, THIS BEAUTY IS DESIGNED TO LOOK LIKE IT WANTS TO TAKE YOUR TOBACCO, FILTER AND PAPER, CHEW THEM UP AND SPIT OUT A FULLY GROWN CIGARETTE. KIND OF THE CHUCK NORRIS OF ROLLING MACHINES.

TRADE ACTIVATION

COLOURFUL, CREATIVE AND ICONIC POS MATERIAL



STATIC COUNTER DISPLAY



ON SHELF WOBBLER



STATIC COUNTER DISPLAY

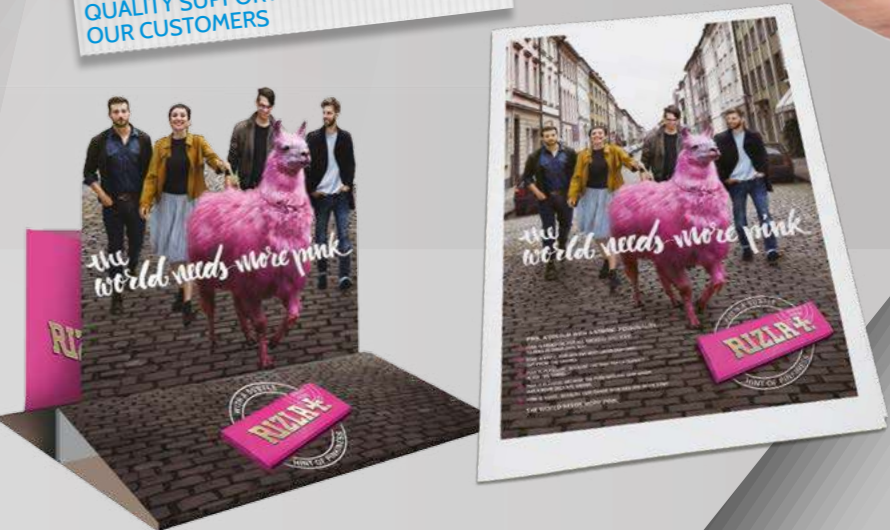
HELP RIZLA+ CUSTOMERS AND CONSUMERS SHOW WHAT THEY STAND FOR



GOING THE EXTRA MILE



RIZLA+ OFFERS TOP QUALITY SUPPORT FOR OUR CUSTOMERS



PORTFOLIO OVERVIEW

PORTFOLIO OVERVIEW

RIZLA PAPERS

VARIANT: **RIZLA MICRON**
 GRAMMAGE: **12.5g/m²**
 THICKNESS: **ULTRA THIN**
 AVAILABLE FORMATS: **SINGLE DOUBLE KSS**
 LEAVES PER BOOKLET: **50/60 100/120 32/40**
 SIZE OF OUTERS AVAIL.: **50/100 25 50**

MICRO-THIN PAPER FOR THE EXPERT ROLLERS



VARIANT: **RIZLA SILVER**
 GRAMMAGE: **13.5g/m²**
 THICKNESS: **ULTRA THIN**
 AVAILABLE FORMATS: **SINGLE DOUBLE 1 1/4 KKS**
 LEAVES PER BOOKLET: **50/60 100/120 24/50 32/40**
 SIZE OF OUTERS AVAIL.: **50/100 25 50 50**

RICH SMOKING WITH AN ULTRA-THIN PAPER



VARIANT: **RIZLA BLACK**
 GRAMMAGE: **13.5g/m²**
 THICKNESS: **ULTRA THIN**
 AVAILABLE FORMATS: **SINGLE DOUBLE KSS**
 LEAVES PER BOOKLET: **50/60 100/120 32/40**
 SIZE OF OUTERS AVAIL.: **50/100 25 50**

ULTRA-THIN PAPER FOR THE SKILLED ROLLERS



VARIANT: **RIZLA NATURA**
 GRAMMAGE: **13.5g/m²**
 THICKNESS: **ULTRA THIN**
 AVAILABLE FORMATS: **SINGLE DOUBLE KSS**
 LEAVES PER BOOKLET: **50/60 100/120 32/40**
 SIZE OF OUTERS AVAIL.: **50/100 25 50**

100% ORGANIC HEMP FOR AN AUTHENTIC TOBACCO TASTE



VARIANT: **RIZLA PINK**
 GRAMMAGE: **14.5g/m²**
 THICKNESS: **THIN**
 AVAILABLE FORMATS: **SINGLE**
 LEAVES PER BOOKLET: **50/60**
 SIZE OF OUTERS AVAIL.: **50/100**

THIN PAPER FOR THE SERIOUS, BUT SERIOUSLY FUNNY, ROLLERS



VARIANT: **RIZLA ORIGINAL**
 GRAMMAGE: **14.5g/m²**
 THICKNESS: **THIN**
 AVAILABLE FORMATS: **DOUBLE**
 LEAVES PER BOOKLET: **100**
 SIZE OF OUTERS AVAIL.: **25**

OUR THIN, CLASSIC DOUBLE IS FULL OF HERITAGE



VARIANT: **RIZLA BLUE**
 GRAMMAGE: **14.5g/m²**
 THICKNESS: **THIN**
 AVAILABLE FORMATS: **SINGLE DOUBLE KSS**
 LEAVES PER BOOKLET: **50/60 100 32/40**
 SIZE OF OUTERS AVAIL.: **50/100 25 50**

THIN PAPER PERFECT FOR FINE ROLLING



VARIANT: **RIZLA GREEN**
 GRAMMAGE: **17.5g/m²**
 THICKNESS: **REGULAR**
 AVAILABLE FORMATS: **SINGLE SINGLE 5pk DOUBLE KS**
 LEAVES PER BOOKLET: **50/60 100 32/40**
 SIZE OF OUTERS AVAIL.: **50/100 25 50**

EASY ROLLING MEDIUM PAPER, THE FIRST WITH CUT CORNERS



VARIANT: **RIZLA RED**
 GRAMMAGE: **17.5g/m²**
 THICKNESS: **REGULAR**
 AVAILABLE FORMATS: **SINGLE DOUBLE KS NKS**
 LEAVES PER BOOKLET: **50/60 100 32/40 32/40**
 SIZE OF OUTERS AVAIL.: **50/100 25 50 50**

MEDIUM ROLLING PAPER FOR THE EVERYDAY USER



VARIANT: **RIZLA WHITE**
 GRAMMAGE: **23.0g/m²**
 THICKNESS: **THICK**
 AVAILABLE FORMATS: **SINGLE**
 LEAVES PER BOOKLET: **50/60**
 SIZE OF OUTERS AVAIL.: **50/100**

REGULAR PAPER, EASY ROLLER, SUPER SMOOTH TASTE



VARIANT: **RIZLA ORANGE**
 GRAMMAGE: **20.0g/m²**
 THICKNESS: **THICK**
 AVAILABLE FORMATS: **SINGLE DOUBLE**
 LEAVES PER BOOKLET: **50/60 100**
 SIZE OF OUTERS AVAIL.: **50/100 25**

EASY ROLLING WITH A REGULAR PAPER



VARIANT: **RIZLA LIQUORICE**
 GRAMMAGE: **26.5g/m²**
 THICKNESS: **THICK**
 AVAILABLE FORMATS: **SINGLE**
 LEAVES PER BOOKLET: **50/60**
 SIZE OF OUTERS AVAIL.: **50/100**

THICK PAPER, FULL OF FLAVOUR



REGIONAL/LOCAL BRANDS

VARIANT: **CLUB MODIANO**
 GRAMMAGE: **11.5g/m²**
 THICKNESS: **ULTRA THIN**
 AVAILABLE FORMATS: **1 1/4**
 LEAVES PER BOOKLET: **24/50**
 SIZE OF OUTERS AVAIL.: **24/50**

VARIANT: **VAN NELLE**
 GRAMMAGE: **17.5g/m²**
 THICKNESS: **REGULAR**
 AVAILABLE FORMATS: **SINGLE**
 LEAVES PER BOOKLET: **50/60**
 SIZE OF OUTERS AVAIL.: **50/100**

VARIANT: **PAPERS**
 GRAMMAGE: **17.5g/m²**
 THICKNESS: **REGULAR**
 AVAILABLE FORMATS: **SINGLE**
 LEAVES PER BOOKLET: **50/60**
 SIZE OF OUTERS AVAIL.: **50/100**

VARIANT: **TALLY HO**
 GRAMMAGE: **17.5g/m²**
 THICKNESS: **REGULAR**
 AVAILABLE FORMATS: **SINGLE SINGLE 5PK DOUBLE**
 LEAVES PER BOOKLET: **50/60 100**
 SIZE OF OUTERS AVAIL.: **50/100 25**

VARIANT: **EZEE GREEN**
 GRAMMAGE: **17.5g/m²**
 THICKNESS: **REGULAR**
 AVAILABLE FORMATS: **SINGLE**
 LEAVES PER BOOKLET: **50/60**
 SIZE OF OUTERS AVAIL.: **50/100**

VARIANT: **EZEE RED**
 GRAMMAGE: **17.5g/m²**
 THICKNESS: **REGULAR**
 AVAILABLE FORMATS: **SINGLE**
 LEAVES PER BOOKLET: **50/60**
 SIZE OF OUTERS AVAIL.: **50/100**

VARIANT: **ROUTE 66**
 GRAMMAGE: **20g/m²**
 THICKNESS: **THICK**
 AVAILABLE FORMATS: **1 1/4**
 LEAVES PER BOOKLET: **24/50**
 SIZE OF OUTERS AVAIL.: **24/50**

VARIANT: **CANUMA**
 GRAMMAGE: **20.5g/m²**
 THICKNESS: **THICK**
 AVAILABLE FORMATS: **SINGLE**
 LEAVES PER BOOKLET: **50/60**
 SIZE OF OUTERS AVAIL.: **50/100**

VARIANT: **DRUM**
 GRAMMAGE: **21g/m²**
 THICKNESS: **THICK**
 AVAILABLE FORMATS: **SINGLE**
 LEAVES PER BOOKLET: **50/60**
 SIZE OF OUTERS AVAIL.: **50/100**

VARIANT: **COLUMBUS**
 GRAMMAGE: **21g/m²**
 THICKNESS: **THICK**
 AVAILABLE FORMATS: **SINGLE**
 LEAVES PER BOOKLET: **50/60**
 SIZE OF OUTERS AVAIL.: **50/100**

VARIANT: **DRUM NL**
 GRAMMAGE: **23g/m²**
 THICKNESS: **THICK**
 AVAILABLE FORMATS: **SINGLE**
 LEAVES PER BOOKLET: **50/60**
 SIZE OF OUTERS AVAIL.: **50/100**

VARIANT: **DR. DUVAL**
 GRAMMAGE: **23g/m²**
 THICKNESS: **THICK**
 AVAILABLE FORMATS: **SINGLE**
 LEAVES PER BOOKLET: **50/60**
 SIZE OF OUTERS AVAIL.: **50/100**

VARIANT: **MUSKOTE**
 GRAMMAGE: **23g/m²**
 THICKNESS: **THICK**
 AVAILABLE FORMATS: **DOUBLE**
 LEAVES PER BOOKLET: **100**
 SIZE OF OUTERS AVAIL.: **25**

AMERICAN BRANDS

VARIANT: **EZ WIDER SLOW BURN**
 GRAMMAGE: **14.5g/m²**
 THICKNESS: **THIN**
 AVAILABLE FORMATS: **1 1/2**
 LEAVES PER BOOKLET: **24/50**
 SIZE OF OUTERS AVAIL.: **24/50**

VARIANT: **EZ WIDER GOLD**
 GRAMMAGE: **14.5g/m²**
 THICKNESS: **THIN**
 AVAILABLE FORMATS: **1 1/2**
 LEAVES PER BOOKLET: **24/50**
 SIZE OF OUTERS AVAIL.: **24/50**

VARIANT: **JOKER ORANGE**
 GRAMMAGE: **14.5g/m²**
 THICKNESS: **THIN**
 AVAILABLE FORMATS: **1 1/4**
 LEAVES PER BOOKLET: **24/50**
 SIZE OF OUTERS AVAIL.: **24/50**

VARIANT: **JOKER**
 GRAMMAGE: **17g/m²**
 THICKNESS: **REGULAR**
 AVAILABLE FORMATS: **1 1/4 1 1/2**
 LEAVES PER BOOKLET: **24/50 24/50**
 SIZE OF OUTERS AVAIL.: **24/50 24/50**

VARIANT: **EZ WIDER**
 GRAMMAGE: **17.5g/m²**
 THICKNESS: **REGULAR**
 AVAILABLE FORMATS: **1 1/4 1 1/2 DOUBLE**
 LEAVES PER BOOKLET: **24/50 24/50 100**
 SIZE OF OUTERS AVAIL.: **24/50 24/50 25**

VARIANT: **ROLLIT**
 GRAMMAGE: **20g/m²**
 THICKNESS: **THICK**
 AVAILABLE FORMATS: **1 1/4**
 LEAVES PER BOOKLET: **24/50**
 SIZE OF OUTERS AVAIL.: **24/50**

RIZLA FILTER TIPS

VARIANT: **RIZLA SLIMS/KING SIZE**
 FORMAT: **BAG**
 TYPE: **MONOACETATE**
 FILTER TIP SIZE: **6mm, 7mm, 8mm**
 SIZE OF PACK: **100, 120, 150**

VARIANT: **RIZLA ULTRA SLIMS**
 FORMAT: **BOX**
 TYPE: **MENTHOL**
 FILTER TIP SIZE: **5.7mm**
 SIZE OF PACK: **120**

VARIANT: **RIZLA SLIMS/ULTRA SLIMS**
 FORMAT: **BOX**
 TYPE: **MONOACETATE**
 FILTER TIP SIZE: **5.7mm, 6mm**
 SIZE OF PACK: **60, 102, 120**

VARIANT: **RIZLA ULTRA SLIMS**
 FORMAT: **BOX**
 TYPE: **CHARCOAL**
 FILTER TIP SIZE: **5.7mm**
 SIZE OF PACK: **120**

VARIANT: **RIZLA SLIMS/KING SIZE**
 FORMAT: **PACK**
 TYPE: **MONOACETATE**
 FILTER TIP SIZE: **6mm, 8mm**
 SIZE OF PACK: **100, 150**

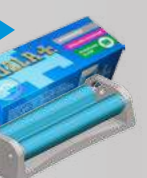
VARIANT: **RIZLA ULTRA SLIMS**
 FORMAT: **BOX**
 TYPE: **NATURAL**
 FILTER TIP SIZE: **5.7mm**
 SIZE OF PACK: **120**

VARIANT: **RIZLA SLIMS**
 FORMAT: **BAG**
 TYPE: **NATURAL**
 FILTER TIP SIZE: **6mm**
 SIZE OF PACK: **150**

VARIANT: **RIZLA ULTRA SLIMS**
 FORMAT: **BOX**
 TYPE: **NATURAL**
 FILTER TIP SIZE: **5.7mm**
 SIZE OF PACK: **120**

RIZLA ROLLING MACHINES

VARIANT: **REGULAR SLIDE**
 FORMAT: **70 MM**
 MATERIAL: **PLASTIC**
 USED FOR ROLLING: **STANDARD PAPERS**
 CLOSING SYSTEM: **SLIDING SYSTEM**
 SIZE OF OUTER: **10**



VARIANT: **PREMIUM CLICK**
 FORMAT: **70 MM/98MM**
 MATERIAL: **METAL**
 USED FOR ROLLING: **STANDARD-KS/NKS PAPERS**
 CLOSING SYSTEM: **CLICKING SYSTEM**
 SIZE OF OUTER: **10**



RIZLA TUBES

VARIANT: **RIZLA KS BLUE**
 FORMAT: **BOX**
 FILTER TUBE SIZE: **8mm**
 SIZE OF OUTER: **250 100**

