







# RAW

NATURAL UNBLEACHED ROLLING PAPERS

10% of PROFITS  
are DONATED to  
Environmental Charities!

RAW has earned itself a cult-like following among natural-minded smokers.

Created in the spirit of additive-free cigarettes and an overall market trend towards less-processed items this new paper contains a hybrid unbleached blend and is easily distinguished by its natural brown hue. Although RAW is only 3 years old, sales have been incredibly strong. One thing that we continue to be amazed by is that repeat sales are stronger for this product than any other paper we have ever introduced! Many consumers purchase RAW by the full box (instead of by the pack). The paper itself is so thin that it's translucent and features sugar based gum rather than chemical or animal based glue. RAW has truly taken the market by storm and we expect sales to continue to skyrocket for 2009 (RAW's success has not gone unnoticed and although it's patented, we'll probably see some copies from the usual copycats in the coming year...). RAW is now available in both 1 1/4 and King Size. RAW also launched a line of unbleached rolling tips and rolling machines made from eco-plastic (plastic made from industrial hemp).

## THE NATURAL WAY TO ROLL!



24 **32** RAW 1 1/4  
RAW1/4



50 **32** RAW KING SIZE SLIM  
RAWK/SSLIM



24 **32** RAW CONNOISSEUR w/tips  
RAWK/SSLIMWTIPS



24 **40** RAW KING SIZE SUPREME  
RAWKSSUPREME



40 **300** RAW 300'S  
RAW300

### BRAND NEW

RAW ORGANIC IS HERE!

The world's first ORGANIC rolling paper. RAW Organic is made from organically grown unbleached pure hemp and is processed in an eco-friendly manner. The result is a very thin light tan paper (lighter in color than RAW classic) that burns extra slow and extra clean. This product is truly revolutionary and we expect sales to be extremely strong.



24 **32** RAW ORGANIC 1 1/4  
RAWORG1/4



50 **32** RAW ORGANIC KING SIZE SLIM  
RAWORGK/SLIM

## ZEN - THE ART OF SMOKING



25 **50** ZEN SW DOUBLE WINDOW PACK  
ZENSW



25 **50** ZEN 1 1/4  
ZEN1/4

ZEN is the finest Asian style paper ever made;

quite a bold statement we know but HBI sells the largest assortment of papers in the world so it takes a lot to impress us. When we first tested Zen we were shocked and amazed at the smooth flavor, perfect burn time and resilience of the paper. Zen is a paper for any lifestyle, and allows you to fully enjoy the cigarette you are smoking. The Zen product line also extends into Premium Rolling Machines, which are certainly among the best in the world and even come with an extra Rolling Apron. These rolling machines offer the most complete line including 70mm, 79mm, 110mm, 110mm cone and 79mm power roller. During 2003 the Zen product line almost doubled with the advent of Zen Filter Tips, Zen Roll-Up Tips, Zen Gold Series Tobacco, Zen Power Roller Deluxe, 100mm light tubes, and much more. In 2005 the line began to undergo a change in packaging and acquired a new smart and clean look. Now in 2009 we're seeing another change to Zen with a very clean and "Zen-like" look on the newest products.

HBI'S ABSOLUTE FAVORITES

ROLLING PAPERS

