
From: Adam Bowen on behalf of Adam Bowen <adam@pax.com>
To: J. Curtis
CC: Adam deSouza; James Monsees; Bryan White; Steven Christensen; Alex Cantwell
Sent: 4/4/2017 11:11:09 AM
Subject: RTD

Team,

I've been gently beating the drum about resistance to draw (RTD) consistency for some time now. This is something cigarette manufacturers pay a lot of attention to. The better e-cig cos. do, as well. NJOY tests RTD on every single disposable unit. Of course, it's easier in that case because a disposable is a self-contained unit.

Smokers crave consistency in every regard, including RTD. Personally, I find the variability in JUUL unpleasantly surprising at best, and very frustrating at worst. I'm sure our customers do, too-whether or not they report on it, or are even aware.

Of course, what's more important than the sensory experience is getting the device to fire reliably. But while we're in the process of tightening up / shifting tolerances, we should pay attention to the feel of the pull as well.

This impacts both device and pods. I'd say our design is flawed, in that the air path is defined by the gap between broad surfaces of two parts (extrusion and pod tank). So we've made this challenging for ourselves, but we have to live with it due to FDA and our install base, etc.

One concern: We are about to make large investments (both \$ and lead time) on high cavitation tank molds. We might not find out until later that some small but unacceptable % of those parts fail to fire, even with the revised extrusion spec. Or, we start to see complaints about the draw restriction being too tight / too loose / too variable.

I think it's very important to stay ahead of this as we scale.

Just a suggestion: might be worth having an ME either in PD or GS take a fresh look at this. Someone with intimate knowledge of the tolerances that can be realistically held on the extrusion and tank part, or close ties to vendors / someone who does. Due to our "unorthodox" design, I imagine we won't be able to get it quite as consistent as we'd like and will instead be limited by the feasible tolerances. Could be wrong.

J: Don't mean to put you on the spot. As I understand you're spearheading quality issues cross-functionally.

Adam

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NC-JLI-Consent Judgment Source: <https://www.industrydocuments.ucsf.edu/docs/xndn0283>

RX-1245.0001

NJOY Exhibit 1048.001

NJOY v. Juul

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