

# VAUEN



## 100 years of Dr. Perl Filter

The success story continues

On a sunny Friday morning, 1 July 1921, **VAUEN Vereinigte Pfeifenfabriken Nuremberg** applied to register the trademark '**Dr. Perl**' at the German Imperial Patent Office.

This marked the birth of the now world-famous '**Dr. Perl Filter**' and a 100-year success story that continues to this day.





**Die Dr. Perl-Pfeife ist die beste Gesundheitspfeife der Welt!**  
 Garantiert kühles, angenehmes und absolut trockenes Rauchen. Von ärztlichen Autoritäten als beste Gesundheitspfeife empfohlen!

Das mag Ihnen als übertriebene Empfehlung erscheinen, aber ein Versuch wird Sie überzeugen. Aus unserer reichen Erfahrung heraus haben wir das Beste gewählt und bringen es Ihnen in unserer Dr. Perl-Pfeife in vollkommener Ausführung dar.



Eine Pfeife, die nicht bitter schmeckt und beißt, bei der das gefürchtete Anrauchen durch ihre Konstruktion von vornherein überwunden ist, die nicht heiß auf der Zunge brennt, das sind die drei Haupteigenschaften, die die Dr. Perl-Pfeife andern voraus hat und damit alle die versöhnt und wiedergewinnt, die sich schon wieder von der Pfeife abgewendet haben, obwohl sie sehr gerne Pfeifen rauchen würden, da die Pfeife neben dem gesündesten und billigsten auch den gemüthlichsten Rauchgenuß verschafft.

Die leicht auswechselbare Patrone, welche für ca. 10 Pfeifen ausreicht, bewirkt vollständige Absorption der Tabaksoße und der Hitze des Pfeifenrauches.

Daher keine Übelkeit, kein Beißen auf Zunge und Gaumen, kein Spucken, auch kein sogenannter Pfeifengeruch in der Wohnung, sondern ein reiner, anregender und nervenstärkender, dabei billigster Rauchgenuß für jedermann.

VAUEN Vereinigte Pfeifenfabriken, AG., Nürnberg

Nur echt mit eingepreßter Schutz- und Garantemarke VAUEN



**Dr. Jacques Perl**, a chemist from Berlin, researched and revolutionised the filtration of tobacco smoke in cooperation with the company VAUEN and, at the same time, became eponymous for a brand that was soon literally 'on everyone's lips'.

It all started with a pure paper filter, which promised high absorbency and reduction of harmful substances due to its multi-layered filter paper. It came in three different sizes, including 9mm and 6mm filters and, of course, the Dr. Perl System Pipes with the corresponding stem bore for the filters.

Continuous research and constant further development led to another milestone in VAUEN's company history in 1934: The beginning of the **Dr. Perl junior activated charcoal filter** era.



It was the world's first activated charcoal filter in the tobacco sector for reducing harmful substances. The activated carbon filters pollutants, nicotine and condensate out of the smoke even more effectively. For 20 years, VAUEN held the **world-wide patent** for this exceptional product.

Initially sneered at by other pipe manufacturers, this ground-breaking innovation was soon recognised as a real asset for the tobacco industry. This eventually led to most pipe manufacturers additionally or exclusively switching to pipes with 9mm filter bores. With this invention, VAUEN also set a far-reaching and worldwide trend in motion.

To this day, the Dr. Perl junior activated charcoal filter is the best-selling filter worldwide. Pipe smokers are not the only ones who appreciate the original. VAUEN has also built up a large fan community in the roll-your-own (RYO) sector and among alternative smokers for over 25 years.



SIX

**This 100-year success story must, of course, be celebrated accordingly.**

To mark its 100th anniversary, the traditional manufactory VAUEN has decided to create some highlights in the pipe segment and two new developments in the filter segment:

**SIX – timeless classics in a new look**

With its new SIX pipe series, VAUEN presents a very special category with distinct models featuring a 6mm filter bore suitable for 6mm activated charcoal filters.

For the filigree design of the first three new pipe models, VAUEN was inspired by its vintage shapes from the early 1920s and has re-developed the ‘Haity’ and the classic ‘London’ accordingly.



# VAUEN

Dr. Perl



Six

To round off the range attractively, a spherical head has also been newly developed for fans of bent models. As with all VAUEN pipes, the 6mm models are also equipped with a **specifically designed CONEX bushing** that guarantees a precise fit of the filter.

The thinner filter bore allows for more filigree and slender models. This design form will enrich VAUEN's product range for a long time into the future.

An attractive, silky matt dark brown, a warm, elegant brown shade, waxed, in white dot quality, and a noble black sandblasting, also in white dot quality, are all qualities that invite you to choose your personal favourite.

## 6mm Dr. Perl junior activated charcoal filter – small in size, but big in effect

To go with its new SIX pipe series, there is of course also a new extra slim-format 6mm Dr. Perl junior activated charcoal filter, based on the original formats, with a blue imprint. The small-format 6mm slim filters are in no way inferior to their big 9mm equivalent and are also filled with highly active carbon pellets **in the 'Dr. Perl quality' you have come to know and respect.** Ceramic caps with a special pore structure were developed for this filter, which additionally support the entire filtration process. The filters are equipped with two of these ceramic caps and can therefore be used in either direction.



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## 9mm Dr. Perl junior activated charcoal filter – consistently further developed

As part of the development of the new 6mm Slim Filter, the 9mm Dr. Perl junior activated charcoal filter will also be equipped with two ceramic caps in the future. Out of conviction and a clear environmental awareness, VAUEN has decided to dispense with the use of plastic in the entire filter production process.

