

The present invention relates to a method of manufacturing variable crimped web material. The method comprises: feeding substantially continuous web material; crimping a first region of the web material at a first crimp value; and crimping a second region of the web material, adjacent the first region, at a second crimp value. The web material is crimped using a set of two rollers, each roller being corrugated across at least a portion of its width and corrugated around its circumference, the rollers being configured such that the corrugations across the width of the rollers interleave with each other to crimp the web material, and such that the troughs of the corrugations around the circumference crimp the web material at the first crimp value, and the peaks of the corrugations around the circumference crimp the web material at the second crimp value. The present invention also relates to an apparatus for manufacturing crimped web material, and a method of manufacturing air flow directing elements for smoking articles.