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Association of
the Nonwoven
Fabrics Industry

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Welcome to the inaugural issue of the IDEA10 NEWSletter, a monthly electronic publication being sent to all registered and prospective IDEA10 attendees. Feel free to enjoy this newsletter and pass it along to any colleagues who may be interested in all that IDEA10 has to offer.

TURN THE CALENDAR TO 2010 – AND IDEA10

When everyone in the business of nonwovens around the world turns their calendars to 2010 in a few weeks, one date is certainly going to stand out as they preview the coming 12 months — April 27-29. Because that's when the IDEA10 International Engineered Fabrics Conference and Expo is being held in beautiful, cosmopolitan Miami Beach, Florida — the three most important days on the nonwovens and engineered fabrics calendar in 2010.

If you are in the business of supplying, making or converting nonwovens – anywhere on the supply chain for

engineered fabrics – Miami Beach is the place to be in late April. That's because 350 exhibitors and more than 6000 of your colleagues from everywhere in the world that makes and uses nonwovens will be there.

The business of nonwovens will be getting done in Miami Beach from April 27-29, and you and your company need to be a part of it. For all the details, watch the cool video at www.inda.org/idea10/. Then click through the IDEA10 website for all the details on how a trip to IDEA10 will be worthwhile for you.

This IDEA10 NEWSletter will be sent to you each month leading up to IDEA. It will provide details on new developments at both the IDEA10 Expo and Conference, will profile new and returning exhibitors and will provide updates on new products and processes being highlighted by exhibiting companies.

Feel free to forward this newsletter on to your friends and colleagues. They'll thank you for helping to keep them up to date on these three days that are vital to your business in 2010 and beyond.

THE TOP 10 REASONS TO ATTEND IDEA10

1. THE CONFERENCE ... As we move out of a worldwide recession, it is imperative to have

reliable data to position your company and capitalize on growth markets. Renowned for

accurate statistics and market forecasts, let INDA guide your company's business deci-

sions. Get the facts – statistics, trends, forecasts – on all major regions.

2. INTERNATIONAL FLAVOR. International attendees will flock to the largest and most important trade show of the year. A weak U.S. dollar makes the trip even more attractive and affordable.

3. NETWORK. In addition to you, there will be more than 6000 decision makers from over 70 countries at IDEA10.

4. MAJOR COMPANIES. There will be more than 350 exhibiting companies on the show floor of the Miami Beach Convention Center.

5. MIAMI BEACH. This cosmopolitan city is great for busi-

ness, entertaining and pleasure. World-class restaurants and entertainment, along with one of the best beaches in the world, make Miami Beach a great place to visit.

6. EASY REGISTERING. Just log on to www.inda.org/idea10/ and you can be registered in the time it takes you to order a last-minute gift.

7. AWARDS. Once again the IDEA Achievement Awards will recognize the best new products and companies since IDEA07. Will your company, customer or supplier be among them? Come to Miami Beach to find out.

8. INFORMATION. A key part of the IDEA Conference will be presentations by six speakers

with deep knowledge about the industry sharing their views on the industry. Where else are you going to be offered all of this information in one place?

9. REGISTRATION OPTIONS. INDA has tailored its registration options to meet your individual needs. You can select the Full Conference & Expo, a three-day package that covers your attendance at all the Conference sessions and the Exposition; a Daily Registration that admits you to the Conference sessions on the day(s) you select and to the Exposition; or the Expo Only.

10. IDEA10 NEWSletter ... All attendees will continue to receive this free, online IDEA10 NEWSletter to keep them current on what's new at IDEA10.

NEW EXHIBITOR PROFILE ... A Q&A WITH PETER GAWLEY, MCAIRLAIDS, ROCKY MOUNT, VIRGINIA; WWW.MCAIRLAIDS.COM

Why did you make the decision to exhibit for the first time at IDEA10?

Gawley: McAirLaid Inc started in Virginia in 2006 so this is our first real opportunity to exhibit. Now we have substantial operations in the USA and imminent further expansion planned, it makes sense to wave the flag.

Have you personally ever attended an IDEA show before as an exhibitor or attendee?

Gawley: Yes, in 2007 as a visitor.

What will you be featuring at

IDEA10?

Gawley: McAirLaid patented glue and binder-free airlaid technology.

What is your company's goal at IDEA10?

Gawley: To gain new North American customers for our operation in Virginia and Germany.

Tell us why you think IDEA10 attendees should make it a point to stop by your booth at IDEA10?

Gawley: We'll have a number of innovations to show for the hygiene, healthcare, food packag-

ing and table decoration industries.

What kinds of pre-show marketing and promotion do you plan to help drive your presence at IDEA10?

Gawley: We are still at the planning phase but we'll certainly plan some print presence during the run up to the show.

How many people from your company will be attending IDEA10 and working at the booth?

Gawley: About 10.



Do you think you'll get a chance to get out of your booth and walk the floor at IDEA10? If so, anything special you would be looking for?

Gawley: We'll certainly be looking around the show, talking to raw material suppliers and seeing what's new.

What do you think of Miami Beach as the location for IDEA10?

Gawley: Love it.

ONE-ON-ONE WITH PETER BOHLANDER, PRESIDENT, BOHLANDER ASSOCIATES

IDEA10 NEWSletter reached out to industry veteran and long-time IDEA attendee Peter Bohlander for his thoughts on IDEA shows past, present and future.

What is your memory of the first IDEA show you attended, if you can remember back that far? When was it and what company were you with?

Bohlander: I can't remember the exact year, but the first IDEA I attended was in the 1982-1984 time frame. I was with the Celanese Fibers Marketing Company. CFMC was known for its hospitality suites (and poker games) at that time and I remember being surprised at the rowdy crowd that showed up (names and activities withheld to protect the innocent).

Can you name three companies that exhibited at that first IDEA you attended that aren't around anymore?

Bohlander: Chicopee, Kendall and International Paper

How have you seen the IDEA show change over the years?

Bohlander: IDEA has obviously gotten larger and is in better coordination with the other nonwoven groups around the world. It used to be a two-year cycle and now it is in a three-year coordinated rotation with Europe and Asia.

What role do you feel IDEA plays in the global nonwovens industry?

Bohlander: It is a great place to meet all your customers and also scope out the latest industry products and technologies.

What are you looking to accomplish at IDEA10 in Miami Beach in April?

Bohlander: Meet with customers, gather information and "troll" for business.

Besides the business aspects of IDEA, what else makes it an important time for you and your company?

Bohlander: It is a wonderful opportunity to see old friends. It allows me to stay up-to-date with where everyone is these days and network for the future.

Finally, any advice to a first-time IDEA attendee on how to approach the show?

Bohlander: Wear comfortable shoes and schedule important meetings in advance.

NOMINATIONS ALMOST CLOSED FOR IDEA10 ACHIEVEMENT AWARDS

Nominations will be accepted through December 31, 2009 for the prestigious IDEA10 Achievement Awards, which are once again being co-sponsored by INDA and Nonwovens Industry magazine. The awards, presented every three years in conjunction with the IDEA International Engi-

neered Fabrics Exposition and Conference, are designed to award innovation within the nonwovens and engineered fabrics industries.

The IDEA10 Achievement Awards will recognize the leading companies, individuals and

new products in the global engineered fabrics industry.

All members of the global engineered fabrics industry are eligible for the IDEA10 Achievement Awards. Nominations can be made in five categories through a number of outlets,



including the INDA website at www.inda.org and through the Nonwovens Industry site at www.nonwovens-industry.com.

A Selection Committee will then select three finalists in each category, and in early 2010 members of the industry will have the opportunity to vote on the recipient in each category through the Nonwovens Industry and INDA websites.

“These IDEA Achievement Awards promote innovation and recognize outstanding achievement within the worldwide engineered fabrics community and it is fitting that they will be presented during

IDEA10, the most important industry trade show of the year,” says Rory Holmes, President of INDA, the organizer of the triennial IDEA Conference and Exposition.

Nominations are being accepted in five categories:

- IDEA10 Equipment Achievement Award ... Given to the company with the best equipment new product introduction since IDEA07.
- IDEA10 Roll Goods Achievement Award ... Given to the company with the best roll goods new product introduction since IDEA07.
- IDEA10 Raw Material Achievement Award ... Given to

the company with the best fiber/raw material new product introduction since IDEA07.

- IDEA10 Short-Life Product Achievement Award ... Presented for the best new disposable product utilizing engineered fabrics introduced since IDEA07.
- IDEA10 Long-Life Product Achievement Award ... Presented for the best new durable product utilizing engineered fabrics introduced since IDEA07.

Anyone with questions on the nomination process should contact project coordinator Michael Jacobsen at 201-396-7005; [mjacobson@inda.org](mailto:mjacobsen@inda.org).

NEW EXHIBITOR PROFILE ... A Q&A WITH TUBA BODUROGLU KARAKUS, EXPORT GROUP LEADER, BENTO BANTCILIK VE TEMIZLIK MADDELERI SAN. TIC., ISTANBUL, TURKEY

Why did you make the decision to exhibit for the first time at IDEA10?

Karakus: Bento has been exhibiting its variety of products in different countries like Switzerland, China, Iran, Germany, Greece, Ukraine and Poland during the last six years. At these exhibitions we met with a lot of visitors from America and saw that there was a big market for whole American continent for baby and adult diapers. So it will be an interesting opportunity for Bento to exhibit its products in the U.S., in addition to other countries that we have been exhibited.

Have you personally ever attended an IDEA show before as an exhibitor or attendee?

Karakus: No, unfortunately not.

What will you be featuring at IDEA10?

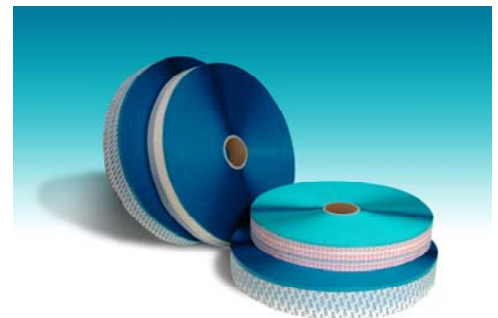
Karakus: All kinds of baby and adult diaper tapes, elastic ears.

What is your company's goal at IDEA10?

Karakus: Not only attracting interest on our products, but also reaching some potential target buyers and cooperating with them for a long term relationship.

Tell us why you think attendees should make it a point to stop by your booth at IDEA10?

Karakus: Since we experienced from previous shows, our smart, high-quality and at the same time economic diaper solutions should make attendees stop by Bento booth inevitably.



What kinds of pre-show marketing and promotion do you plan to help drive your presence at IDEA10?

Karakus: We will advertise in some sectoral magazines before and during IDEA10 and there will be some surprise promotions as well!

How many people from your company will be attending

IDEA10 and working at the booth?

Karakus: It has not yet been finalized but we expect a participation of at least four people from Bento.

Do you think you'll get a chance to get out of your booth and walk the floor at IDEA10? If so, anything special you would be looking for?

Karakus: Yes, the Bento team always creates time to walk the floors at all exhibitions to catch some machinery and equipment supply alternatives.

What do you think of Miami Beach as the location for IDEA10?

Karakus: Great idea!

COMPANY HIGHLIGHTS

Each issue of these newsletter we will provide information on the latest products and technologies from IDEA10 exhibitors that are going to lead the global nonwovens industry into the future. Here are a few for this issue:

— Dimatra Nonwoven Converting Machinery is a proud Mexican designer and manufacturer of dry and wet wipes machines, slitters rewinders, sheeter stackers and end of nonwoven lines. Dimatra works with world-class companies located in Mexico and around the globe. If you need an option near to you of high quality machinery, with low-cost investment, highly profitable, log on to www.dimatra.net.



— Pacon Manufacturing (www.paconmfg.com) will be unveiling the next generation of Crossfolding Machine as the new addition to its nonwoven wipes capacity. “Marlin” is a high-speed crossfold Wet Wipe Line that is:

- Hygienic friendly design
- Changeover friendly
- Industry-leading wetting technology. Each towel and each SIDE is coated
- Capable of running a wide Varsity of substrates
- 5 to 100 count towel stacks
- Fold Widths 50 – 65 and 90 – 115 mm
- 170 to 210 mm Cut off length

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