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Association of  
the Nonwoven  
Fabrics Industry

**INSIDE THIS ISSUE:**

New Exhibitors Driving Growth at IDEA10 in April 1

There's An IDEA10 Registration Option for Everyone 2

Smile, You Can Be On IDEA TV! 2

IDEA10 Achievement Award Finalists to Be Announced Next Week 2

EXHIBITOR PROFILE ... A Q&A with Jesus Lopez Marin 3

NEW EXHIBITOR PROFILE ... A Q&A with John Lamont 3

One-on-One with Rob Johnson 4

2010 Visionary Award Recipient Announced; Will IDEA10 Feature the Next Big Thing in Consumer Products? 5

Exhibitor Snapshots 6

Welcome to the third issue of the IDEA10 NEWSletter, a monthly electronic publication being sent to all registered and prospective IDEA10 attendees leading up to the opening of IDEA on April 27. Enjoy this newsletter and feel free to pass it along to any colleagues who may be interested in all that IDEA10 has to offer.

## NEW EXHIBITORS DRIVING GROWTH AT IDEA10 IN APRIL

An impressive collection of first-time exhibitors from around the globe have combined with a strong lineup of returning companies to make the IDEA10 International Engineered Fabrics Conference and Exposition close to a sell-out once again.

**“...the show floor will be virtually sold out when IDEA10 opens on April 27.”**

With little more than two months remaining until IDEA10 opens its doors in the Miami Beach Convention Center in Miami Beach, Fla., the exposition floor is almost 90% filled, according to INDA, organizer of the triennial nonwovens and engineered fabrics industry trade show.

Driving this sales performance even in challenging economic times is the addition of more than 80 new exhibitors coming from virtually every corner of the world where

nonwovens are supplied, produced and used.

Three years ago IDEA07 was the most international IDEA show in history. Now, in addition to showcasing new companies, IDEA10 will once again have a distinctly international flair. At IDEA07, 44% of exhibitors were from outside of the United States, with 40% of the 6,000 attendees coming from international countries. Holmes expects that once again close to half of IDEA10 exhibitors will be international-based.

“The international acceptance of IDEA10 reaffirms the event’s role as a truly global event and points to the global strength of the nonwovens industry as a whole,” Holmes adds. “Indeed, the world will be coming to Miami Beach for IDEA10 in April and we are proud to host everyone.”

Booth sales have been brisk since the beginning of the year, reports Marilyn Bellinger, Associate Director of Sales at INDA. Past IDEA exhibitors reserved their space

early, and now most of the recent activity has been from the first-time, international exhibitors making IDEA10 a part of their 2010 marketing strategy.

Stressing that there is still room on the show floor for companies interested in participating in IDEA10, Bellinger says, “We are on track to have the most successful IDEA ever and we anticipate the show floor will be virtually sold out when IDEA10 opens on April 27.”

For more information on IDEA10 International Engineered Fabrics Conference and Exposition visit: [www.idea10.org](http://www.idea10.org)



Miami Beach Convention Center, Miami Beach, Florida

## THERE'S AN IDEA10 REGISTRATION OPTION FOR EVERYONE

Do you want to attend all three days of IDEA10 in Miami Beach in April, or just one day? Want to sit in on the world-class Conference program or are you more interested in the expo floor? Or are you planning to attend a few of the networking events? Don't worry, there are a host of registration options available to suit the needs of everyone looking to attend IDEA10.

- Full Conference & Expo – The 3-Day Package covers your attendance at all the Conference sessions and the Exposition.
- Daily Registration – This 1-Day or 2-Day option admits you to the Conference sessions on the day(s) you select and to the Exposition.
- Reception – Requires a separate fee.
- Expo Only – This option admits you to the Exposition on the day(s) you select. No conference sessions are included in this option.

For a complete list of the fees for these options – and to register online – go to <http://www.idea10.org/>

## SMILE, YOU CAN BE ON IDEA TV!

For the first time ever at IDEA, INDA and Nonwovens Industry are producing IDEA TV, a live video feed straight from the IDEA10 show floor. Featuring breaking news and special interest features as well as dynamic new marketing opportunities, IDEA TV will be broadcast over the internet and promoted via email to every registered IDEA attendee and subscriber to Nonwovens Industry Breaking News as an IDEA daily electronic newsletter.

From a marketing perspective, IDEA10 exhibitors can sponsor specific events or features with video introductions and closing tags. They can also provide full feature videos that act as commercials to the original video content. Nonwovens Industry will be providing video ad development and editing services for the short feature sponsorships, as well as hosting services for supplied, feature length commercial content.

For your chance at television exposure at IDEA10: Matt Carey, 201-825-2552; [mcarey@rodpub.com](mailto:mcarey@rodpub.com)



## IDEA10 ACHIEVEMENT AWARD FINALISTS TO BE ANNOUNCED NEXT WEEK

Keep an eye out for the big announcement next week of the finalists in each of five categories for the prestigious IDEA10 Achievement Awards. Both the INDA ([www.inda.org](http://www.inda.org)) and Nonwovens Industry ([www.nonwovens-industry.com](http://www.nonwovens-industry.com)) websites will have the first peek at the companies in line for the awards that recognize the leading companies, individuals and new products in the global engineered fabrics industry.

Starting next week, members of the industry will have the opportunity to vote on the recipient in each category through the Nonwovens Industry and INDA websites. The IDEA10 Achievement Awards ceremony will be held on the second day of IDEA10, April 28, in Miami Beach.

The industry will vote for the recipients of the IDEA10 Achievement Awards 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.

In addition, an IDEA10 Entrepreneurial Award will be presented to the new company formed since IDEA07. That award recipient will be chosen by the editors of Nonwovens Industry magazine.



## EXHIBITOR PROFILE ... A Q&A WITH JESUS LOPEZ MARIN, GENERAL MANAGER AND OWNER, EDELMANN TECHNOLOGY, KLEINWALLSTADT GERMANY



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

Jesus Lopez Marin: The IDEA10 show is the meeting point of the complete non-woven industry, not only of the U.S. and Canada, but also the fast-growing markets of Middle and South America and also Asia. In addition, it is an excellent opportunity to meet many of our customers from these regions.



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

Marin: I had the pleasure of attending IDEA in 2007. It was actually the first time I met with many in the nonwoven industry.

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

Marin: At IDEA10 we will certainly feature our latest developments that provide roll producers with key competitive advantages.

First of all will be our Hybrid Slitter-Winder, the next generation winding technology. This is really a technical breakthrough that provides our customers a substantial competitive advantage with regard to roll quality, throughput and flexibility. The first Hybrid Winders will be shipped to customers in the course of this year and shortly after IDEA10 can be seen in operation in our factory.

In addition, we will be featuring our In-Line Slitter-Winder M640. This is the best choice for nonwoven lines of up to 800 m./min.

As we have done at past shows, we will also be using IDEA10 to present a new development for the first time to the public. It will certainly be worthwhile to stop by our booth.

*What is your company's goal at IDEA10?*

Marin: We are looking forward to meeting our customers and informing them personally and in detail about our latest developments.

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

Marin: We will have well-placed ads at non-woven journals like Nonwovens Industry and AVR.



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

Marin: We will have four Edelmann staff present at the booth.

*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?*

Marin: In the past shows, I realized that it was hardly possible to find the time to walk the floor during the show. However, I will be trying to learn about the trends in the U.S. with regard to roll products and related machinery.

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

Marin: Miami Beach is the perfect location where I always like to come back. The weather, the beach and the atmosphere is outstanding. Having seen many places on the globe, this is one of them I like best. It's no surprise that I couldn't stop my family from joining me on this trip.

## NEW EXHIBITOR PROFILE ... A Q&A WITH JOHN LAMONT, VP SALES, XERIUM TECHNOLOGIES, INC. NA

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

John Lamont: In recent years, Xerium Technologies has committed significant resources to develop and market a wide range of belts, aprons and fabrics for all nonwovens processes. Our initial marketing efforts took place in Europe and markets outside of North America. Since late 2008,

we have made gradual and sustained progress in selling to the North American market and want to accelerate this initiative by exhibiting at IDEA 2010.

*What will you be featuring at IDEA10?*

Lamont: Xerium will be featuring our specially engineered belts, aprons and fabrics as

well as our globally recognized Stowe Woodward and Mt Hope roll technology. Xerium is unique with our ability to combine many years of machine roll and engineered textile experience into a package that presents exciting opportunities for our customers. Some familiar brands include Huycon, HuyBond and Huycoil fabrics.



*What is your company's goal at IDEA10?*

Lamont: Xerium would like our participation in IDEA 2010 to be viewed by nonwovens producers as a strong commitment to their needs and future goals, both technically and commercially. Additionally, we believe IDEA 2010 to be an excellent and proven forum to network with customers and industry members alike.



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

Lamont: To examine and discuss first-hand our broad range of specially engineered and proven products and our industry know-how.

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

Lamont: Xerium is considering promotion in trade journals, and in the show dailies, as well as communicating our presence to customers via personal e-mails. And as always, personal invitations by word-of-mouth can never be underestimated.

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

Lamont: Five. We'll have representatives from the U.S., Canada and Europe.

*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?*

Lamont: For our first-time attendees this will be an excellent opportunity to appreciate the scope and vitality of the nonwovens industry. We are hoping to meet many new potential customers and to network with machine builders and industry professional groups.



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

Lamont: Miami Beach is an ideal location for all the right reasons.

## ONE-ON-ONE WITH ROB JOHNSON, PRINCIPAL, SMITH JOHNSON & ASSOCIATES

Each issue IDEA10 NEWSletter reaches out to an industry veteran and long-time IDEA attendee for his or her thoughts on IDEA shows past, present and future. This issue we speak with Rob Johnson, Principal at Smith, Johnson & Associates.

*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?*

Johnson: It was 1982 or 1984 in Philadelphia. I had just moved from Scott Paper Corporate Research to the Scott Nonwovens Division.

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

Johnson: There are so many that have come and gone over the years — most changed names or were acquired. It is hard to recall

exactly when the changes occurred for many — Scott Nonwovens is one, of course — but I feel pretty sure that the following existed in the 1982-84 time frame and are now history — Arcon, Kendall, Dexter, International Paper.

*How do you like Miami Beach as a location for IDEA, compared to some other cities where IDEA has been held?*

Johnson: I love Miami Beach for IDEA. There is plenty to do and it is easy to get around the city.

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

Johnson: It has gotten much larger, of course, but more importantly along with the industry it has become much more sophisticated. When I first attended IDEA, nonwoven company booths were dominated by

sample rolls of their standard product offerings. Attendees would touch and tear the samples and then maybe cut off a few yards for their sample bag. Now there are still samples, but for most companies the focus is on custom engineered solutions to match each customer's or market application's precise requirements.

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

Johnson: It serves as a great meeting place for the industry and a benchmarking of progress since the last IDEA. Plus it is a time for all of us to appreciate and be proud of the size and breadth of our industry.

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

Johnson: I am always looking for new contacts, materials and insights as well as business development and product ideas.



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

Johnson: It's a great time to catch up with people and what they are up to. There are many who have been in the industry for a

long time; however, they may have worked for three or four different companies.

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

Johnson: It's impossible to see everything, so don't try. Decide what is important to you and spend enough time to explore those items in detail. Leave some time to just wander around and be open to new things and that lucky find.

## 2010 VISIONARY AWARD RECIPIENT ANNOUNCED; WILL IDEA10 FEATURE THE NEXT BIG THING IN CONSUMER PRODUCTS?

The tri-ennial IDEA show is widely regarded as a prime venue for both introducing new nonwoven products, equipment and raw materials, but also as an incubator for the next great new product idea. That's why attendees should be on the lookout for products such as the environmentally friendly Regenerated Cotton Wipe from Rockline Industries, which has been named the recipient of the prestigious 2010 Visionary Award presented recently at the VISION 2010 Consumer Products Conference in New Orleans.

The annual VISION Conference is organized by INDA and each year it brings together hundreds of executives from non-wovens and consumer products companies around the world for three days of education and networking.

The Regenerated Cotton Wipe, which was selected over four other finalists by the attendees at the ninth annual VISION Conference, held from January 20-22 at the Sheraton New Orleans Canal Street, is just the sort of innovation that will be on display in some form at IDEA10.

The substrate for the Regenerated Cotton Wipe is made from 100% biodegradable materials — the blend is 75% Regenerated Cotton, and 25% Lenzing Tencel. The cotton is produced from the post-industrial waste from the manufacturing of T-shirts, and the recovery process to regenerate the cotton is energy and water friendly.

Now in its ninth year, the Visionary Award is presented to a new consumer product that utilizes nonwoven fabrics in its final form. The five finalists made presentations during VISION 2010 and conference attendees voted for the recipient of the 2010 Visionary Award.

Holmes presented the Visionary Award to Lorraine Crosbie, EU Regional Sales Director of Rockline, who traveled from England to make the Rockline presentation at VISION.

The other four finalists were:

- Purex Complete 3-in-1 Laundry Sheets, Henkel Corp ... Consumers can use the same sheet from washer to the dryer to provide cleaning, softening and anti-static benefits. Each sheet contains the proper amount of detergent, softener and anti-static agent for a single load of wash.
- The Ultimate Cloth, Advanced Cleaning Technologies ... The Ultimate Cloth is a streak-free window cleaner that cleans and polishes windows, mirrors, windshields and glass as well as many soft surfaces such as leather and vinyl.
- Infinity feminine hygiene pad, Procter & Gamble ... This feminine hygiene pad features a soft cover sheet designed to work with the pad's Infinicel core, Microdots for fast absorption, a new wing design for secure protection, form-fitting channels for leakage protection and a wider design in the back to provide increased coverage.
- Fitseal disposable respirator mask, Superior Felt and Filtration ... This mask employs nonwoven tribo-electric technology coupled with a medical adhesion system that makes it an effective disposable mask in swine flu/H1N1 protection as well as for use in protection in dealing with SARS, Avian Bird Flu, disaster clean up, emergency response, terrorism and tourism abroad.

Previous recipients of the Visionary Award include Ahlstrom's Disruptor nonwoven water filter media (2009); Kimberly-Clark's Spa Sensials personal care treatment (2008), Tyco Healthcare Retail Group's Swim Pants (2007); Chicopee's Disaster Relief Blanket (2006); Fiberweb's Resolution Print Media (2005); Church & Dwight's Brillo Scrub 'n' Toss (2004); FMJ ChemBio's Civilian Quick Escape Mask (2003); and Procter & Gamble's Swiffer (2002).

The 2011 VISION Consumer Products Conference moves to the West Coast and will be held January 10-12 at the Four Seasons Aviara in Carlsbad, Calif. VISION 2012 will return to New Orleans. For more information: [www.inda.org](http://www.inda.org).



INDA president Rory Holmes with Lorraine Crosbie, EU Regional Sales Director for Rockline Industries, the recipient of the 2010 Visionary Award



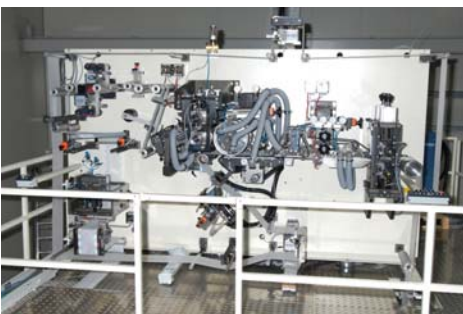
## EXHIBITOR SNAPSHOTS



Ahlstrom is inviting IDEA10 attendees to leap into a greener world with Ahlstrom wipes. No other manufacturer offers so many easy and innovative ways to produce environmentally friendly wipes. Ahlstrom innovations to be presented at IDEA10 include biodegradable, dispersible and reusable wiping fabrics with materials that embrace renewable resources such as wood pulp, cotton, Lyocell, PLA and recycled components. Visit Ahlstrom at booth 1220 and discover how to improve your market share responsibly.



Bicma Hygiene Technologie GmbH is a machine builder based in Germany and has been a producer in the hygiene market for 15 years supplying a range of machines, size kits and upgrades for manufacturing of feminine care products, light incontinence products, adult and baby diapers, under-pads, meat pads, nursing pads and similar products.



In the early years, Europe was Bicma's primary market, but now Bicma machines and rebuilds are operating worldwide from Japan to Argentina, from Russia to Mexico, from Algeria to Pakistan.

At IDEA10, Bicma's team will be focusing on a host of new products:

- New machine and equipment capable of running up to 500–600 m/min.
- Complete baby diaper machines with the flexibility to run classical products or products with T-shape or contoured ears.
- Upgrades for adult and baby diaper lines such as ears, belts, in-line manufacturing of elasticated materials, ultra-thin high density cores (HDC) and others.
- Upgrades for light incontinence machines to change from elastic threads to short-cut foam elastic.
- Flexographic printing on airlaid acquisition layers for feminine care products.

Bicma will be showing machine and equipment videos and product samples and will be discussing technical solutions for new projects in detail. Confidentiality is one top priority of Bicma to protect the interest of existing customers, therefore only videos will be shown that are not protected by confidentiality agreements and samples of products that are already launched in the market.

HIP-Mitsu will be highlighting three different new products at IDEA10:

1. HIP-Mitsu Melting Unit for Hot Melt Adhesives, also type PUR and UV curable. HIP-Mitsu provides a range of melting units with continuous output or for drums of five gallons/20 liters and/or 55 gallons/200 liters. The systems can process hot melt adhesives, also type PUR and UV curable and a



wide range of butyls and sealants. They give an appropriate answer to all needs concerning low (from 2.5 to 80 kg/h), medium (from 2.5 to 160 kg/h), and high (from 160 to 1,000 kg/h) melting capacities. They are equipped with high-precision gear pumps and guarantee maximum precision in all conditions of use, both continuous and intermittent. The standardized and integrated design enables an easy use and a quick and simple interface with the main line.

2. Equipment and systems for diapers converters. HIP-Mitsu systems enable the application of hot melt adhesives, waxes, lotions and perfumes on baby diapers, sanitary napkins and adult incontinence products. HIP-Mitsu also



supplies turn-key solutions for the production of medical drapes, disposables for operating theaters, medical clothing and draw-sheets, both disposable and

recyclable. The monitoring of the production process is managed by an extremely wide and modular range of control systems, which guarantee and certify a perfect adhesive application in every working condition.

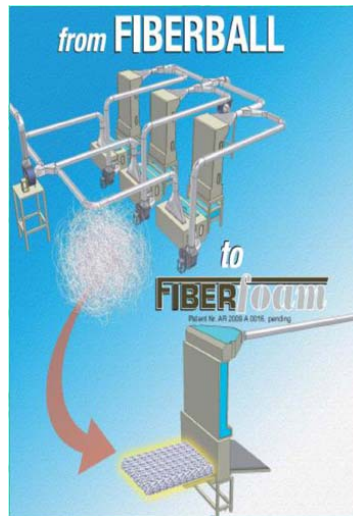
- Equipment, machines, systems and turn-key lines for web coating and laminating with hot melt adhesives. HIP-Mitsu equipment, machines, systems and turnkey lines for web coating and laminating enable continuous and intermittent applications, both in contact and without contact of hot melt adhesives, also type PUR and UV curable. The system's performances are very extensive in terms of coating width (from 0.3 up to 6,000 mm); working speed (from 2 up to 900 m/min, depending from the end user's process), coating weight (from 0.02 up to 1,500 g/mq), working temperature (up to 240°C) and viscosity (up to 120,000 mpas/cps). Application range includes foam, film, technical textiles and membrane lamination, self-adhesive labels and tapes, specialty tapes, multi-layer lamination, non-woven coating and laminating, UV coating and laminating.

TECHNOplants, Pistoia, Italy, an Italian manufacturer of a range of terminal equipment, is highlighting at IDEA10 a new range of three-dimensional nonwoven products called FIBERfoam and FIBERwave.

FIBERfoam is a new, patented technology for the production of voluminous, three-dimensional nonwovens. The FIBERfoam production process is based on the following steps:

- Shaping a multitude of fiber balls (made of natural as well as synthetic fibers) and mixing them with BICO fiber.
- Creating a continuous batt by feeding these fiber balls onto a weigh cell conveyor.
- Calibrating the mattress of fiber balls and thermobonding it.

Since the continuous thermobonded batt is composed of fiber spheres, FIBERfoam has an all-round material resilience. The possible fields of application include replacement of PU foam in a range of applications — sound absorbing, sound and heat insulating panels; wadding for clothing, upholstery and other technical applications; and filters for HVAC systems and technical-industrial applications.



The fiber ball shaping unit as well as the special chute feed unit can be easily retrofitted into an existing nonwoven (thermobonding) line.

FIBERwave is a vertically lapped nonwoven made of any kind of fiber (natural as well as synthetic) and TECHNOplants has further developed a technology that was invented in the Czech Republic. The main benefits of this improved version are a substantial increase in productivity (the FIBERwave vertical lapper can follow the speed of any nonwoven card or airlay card).

The FIBERwave vertical lapper can be retrofitted into an existing nonwoven (thermobonding) line. Possible fields of application include sound absorbing, sound and heat insulating panels (as already used in the construction of pre-fabricated concrete panels); wadding for clothing, upholstery and other technical applications; floor covering applications; and filters for HVAC systems and technical-industrial applications.

Besides these new technologies, TECHNOplants continues to build and develop its range of well known terminal equipment. In fact, the latest newcomer is the Versatile Compression Winder for very dense and thick nonwoven batts. Its three main features are roll wrapping within the compression winding unit; the operator can choose between winding with or without a core; and a very simple and operator-friendly core feeding device.

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