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Association of  
the Nonwoven  
Fabrics Industry

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Welcome to the second 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.

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## IT IS NOW 2010 ... ONLY THREE MONTHS UNTIL IDEA10

Now that 2010 has arrived and everyone in the world of nonwovens is back to work following the holiday season, the industry's thoughts are looking ahead ... three months ahead, to be exact. That's when the biggest, most important and most exciting event of the year on the nonwovens calendar – IDEA10 International Engineered Fabrics Conference and Expo – will be held in cosmopolitan Miami Beach, Florida.

Any company or individual in the business

of supplying, making or converting nonwovens – anywhere on the supply chain for engineered fabrics – will be headed to Miami Beach for those three days of new products, seminars and networking. More than 350 exhibitors and somewhere around 6000 of your colleagues from everywhere in the world will be in South Florida that week.

For all the details, watch the first-ever IDEA video at [www.idea10.org](http://www.idea10.org). Then click through the

IDEA10 website for all the details on how a trip to IDEA10 will be worthwhile for you.

For each month leading up to the show, this IDEA10 NEWSletter will provide details and insight into what will be happening during IDEA10 – new products; new companies; conference details; and exciting events at both the IDEA10 Expo and Conference. Please forward this newsletter on to your friends and colleagues.

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## LOOKING TO ATTEND IDEA10? HERE'S HOW TO REGISTER

There are a host of registration options available to suit the needs and plans of any person looking to attend IDEA10 in Miami Beach in April.

Whether you want to go for the entire three-day package or are only stopping by for one day of the Expo, there's a registration

package that suits your needs.

- 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/>

## EXHIBITOR PROFILE ... A Q&A WITH JEFFREY G. BASSETT, MANAGING DIRECTOR, FI-TECH; WWW.FI-TECH.COM

*What is your ultimate goal in exhibiting at IDEA10?*

Bassett: Our ultimate goal in exhibiting at IDEA10 is two-fold. First, IDEA has always been a great opportunity for the entire nonwoven supply chain to come together for an intense three-day period, thereby making it the ultimate networking opportunity. At no other time or place do we have the chance to meet with so many of our customers to discuss current projects and new opportunities. Second, Fi-Tech recently had the opportunity to acquire the spinneret manufacturer, Enka Tecnica from Oerlikon. Together with our partner, we want to use IDEA10 to re-introduce to the nonwoven industry Enka Tecnica as an independent company and to emphasize how their capabilities can help nonwoven producers.

*How many previous IDEA shows has your company exhibited at?*

Bassett: Fi-Tech has been a long-time partner to INDA and the IDEA show. We have exhibited continuously at the IDEA

since the 1980s, too many to count!

*What will you be featuring at IDEA10?*

Bassett: As mentioned above, a key to our activities will be the Enka Tecnica business. Enka Tecnica is a leading manufacturer of spinnerets, meltblown die tips, spunlace jet strips and staple fiber spinnerets. Fi-Tech will also feature the activities of several other of our principals, including Schill & Seilacher surfactants and spin finishes, Sikoplast recycling systems, Idrosistem water filtration systems for spunlace production and Hastem transport aprons.

*Tell us about how you will be interacting with your partner companies/clients who are also exhibiting at IDEA10.*

Bassett: This is a very interesting aspect of IDEA. Since we have so many aspects of the industry represented, machinery and component suppliers like ourselves as well as the roll goods producers, raw material suppliers and converters, it can be a challenge to inter-

act with the other exhibitors. This is what makes IDEA such an intense show.

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

Bassett: Fi-Tech is well known in the nonwoven industry. Our location just inside the front entrance will make a stop by our booth easy for our customers. Also, we are surrounded by other companies represented by Fi-Tech — Reifenhäuser REICOFIL, Edelmann Technology and Ungricht.

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

Bassett: We plan to submit pre-show press releases together with our regular newsletter, which we send directly to our contacts within the industry.



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

Bassett: We will have a team of six people at the show together with representatives from the principals we represent.

*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?*

Bassett: You must find the time to get out of the booth.

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

Bassett: Miami Beach has grown on us. With the first show in Miami several years ago, it was difficult as we had no previous experience with Miami Beach and the surrounding area. The site seems to work well in terms of drawing exhibitors and visitors.

## NEW EXHIBITOR PROFILE ... A Q&A WITH STEFAN SULZMAIER, DIRECTOR AND DIVISION HEAD, FIBER AUXILIARIES DIVISION, ZSCHIMMER & SCHWARZ

ZSCHIMMER & SCHWARZ is based in Lahnstein, Germany, and has factories in Milledgeville, Georgia; Foshan, China; and Tricerro, Italy.



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

Sulzmaier: ZSCHIMMER & SCHWARZ is a manufacturer of highly specialized additives and finishes for the production of man-made fibers and nonwovens. The global nonwovens market is of high importance for ZSCHIMMER & SCHWARZ. We are offering not only our tailor made products but also a wide array of services such as a pilot line for the treatment of nonwoven fabrics. It was there-

fore a must to exhibit at the most important show in the U.S. for this market where all major players are present.

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

Sulzmaier: This will be my third IDEA show and I look forward to the renewed opportunity to meet with the industry in the U.S.

*What will you be featuring at IDEA10?*

Sulzmaier: We will of course highlight our extensive portfolio for nonwovens and man-made fiber finishes and additives. But we will also put much emphasis on our capabilities to develop new products. In our headquarters in Lahnstein, Germany we run a pilot line, where we can treat nonwoven fabrics for our partners and thus guarantee a highly efficient R&D partnership.

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

Sulzmaier: To make a big step forward in spreading the interest in using additives in the nonwovens processes beyond what they are used for now.

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

Sulzmaier: Because ZSCHIMMER & SCHWARZ can offer both excellent products and also pilot facilities combined with a global presence. We believe we are the right partner for developments to introduce innovations in nonwovens and man-made fibers.



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

Sulzmaier: We have set up a marketing concept that starts with the introduction of new products in articles in industry magazines combined with a series of advertisements. In the weeks before the show we will then contact our partners and invite them to the show.

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

Sulzmaier: We will be attending with a team of seven, coming from our headquarters in Lahnstein, Germany, our U.S. facility in Milledgeville, Georgia, as well as from our office in Beijing, China.

*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?*

Sulzmaier: It is one of our goals to get new ideas from visiting the show and meet people outside of our booth. We have made sure with the size of our

team that it will be possible to achieve this goal.

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

Sulzmaier: Miami is of course a nice location, but the show could be anywhere in the U.S. It is our goal to have a successful attendance and therefore it is the show that counts and not the location.

## EXHIBITOR PROFILE ... A Q&A WITH BRUNO DE MICHELE, MARKETING MANAGER, GDM



*What is your company's primary goal while exhibiting at IDEA10?*

De Michele: To meet our customers and new potential customers/investors interested in our solution.

*Are you planning to see primarily existing customers or meet with new/potential customers?*

De Michele: A combination of both.

*How many times has your company exhibited at an IDEA Show?*

De Michele: Four times, since 2001.

*What will you be featuring at IDEA10?*

De Michele: We will be introducing our Global Production Solution as the effective customized solution to support the hygiene disposable producers on their efficiency and profitability production capability and helping them in building up their business.

*Tell us why you think IDEA10 attendees should make it a*

*point to stop by your booth at IDEA10?*

De Michele: To better know our technical solution, commercial proposals and the GDM latest process solutions in the HDP.

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

De Michele: Advertising in Nonwovens Industry, Nonwovens Report International, email, Website, newsletter.



*Do you have any special events or promotions planned for your booth at IDEA10?*

De Michele: Yes, we will introduce and demonstrate the functionality of our Asset Production Service connected with one of our new Interactive Platform Line.

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

De Michele: The main role is to be a meeting point of the most important suppliers, producers and newcomers on this field in the world, particularly coming

from North, Central and South America.

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

De Michele: It is a good location.

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## FINALISTS TO BE ANNOUNCED LATER THIS MONTH FOR IDEA10 ACHIEVEMENT AWARDS

The nomination process is complete and the selection of the finalists for the prestigious IDEA10 Achievement Awards will be announced later this month by award co-sponsors INDA and Nonwovens Industry magazine. The awards, presented every three years in conjunction with the IDEA International Engineered 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.

A Selection Committee is reviewing the nominations from around the world and will select three finalists in each category. Starting next month members of the industry will have the opportunity to vote on the recipient in each category through the Nonwovens Industry ([www.nonwovens-industry.com](http://www.nonwovens-industry.com)) and INDA ([www.inda.org](http://www.inda.org)) websites.

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 dura-

ble 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.

The IDEA10 Achievement Awards ceremony will be held on the first day of IDEA10, April 27, in Miami Beach.



## ONE-ON-ONE WITH RICHARD KNOWLSON, JACOB HOLM INDUSTRIES

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 Richard Knowlson, Global Director of Product Development, Jacob Holm Industries.

*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?*

Knowlson: 1988, Baltimore, Maryland. I was with Pira International.

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

Knowlson: Hoechst Celanese, James River Corporation, Walkisoft (United Paper Mills)

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

Knowlson: It seems that there is generally more of a destination feel to Miami and there is much more opportunity for social networking with Industry contacts after the show hours. Once again the show has a more international flavor than IDEA shows that have been held at other cities.

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

Knowlson: The coordination of the IDEA show into a three-year rotation orchestrated by INDA/EDANA greatly improved the international attendance of the show and provided more of a must-attend nature. There has no doubt been a reduction in the extent of the hospitality being extended at the show, however this is really reflective of the economy and a tighter grip on corporate expenses.

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

Knowlson: It is a pivotal show for the global nonwovens industry, along with the INDEX show. Jacob Holm certainly looks to the show as an opportunity to highlight new developments that have been made and to showcase the company's capabilities. The company's key customers, suppliers and co-suppliers are all present, so if managed correctly it can be a cost-effective way to interact with many of the company's critical business partners.

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

Knowlson: Jacob Holm will promote its new development platforms, focusing especially on lightweight spunlace mate-

rials. As a recent hire at Jacob Holm in a global role I am in part an indication of the company's real commitment to product development and as such we will have all our Product Development team present to highlight this. Jacob Holm has an outstanding commercial team and they will be in attendance to detail the companies differentiated product line.

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

Knowlson: The spunlace industry is at an interesting time in its development. In Europe you have line closures of older facilities and at the same time new expansions targeted at the European market. In the U.S. there is strong demand for quality competitive spunlace materials and Jacob Holm has been successful in exporting high performance, specialized spunlace products from their European operations to augment their U.S. operations.

It is critical that companies who have experience in the "art" of spunlacing carry out the necessary development work to differentiate their product capabilities and ensure their strong survival in the face of new technology expansions. In addition it is important to be aggressively investing in existing operations



and new facilities. To this end Jacob Holm has last year made a significant investment in upgrading its European operations and is planning an expansion of the Asheville operation in the U.S. with an additional new line.

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

Knowlson: Plan ahead and map out your critical visits to ensure that you meet your absolute needs. Allow yourself plenty of time to extract the

most from the show, at least two days is probably necessary unless your needs are extremely focused. Enjoy the social networking opportunities in the after show hours but try to lay off the Mojitos after 2 a.m.

## COMPANY HIGHLIGHTS

Each issue of these newsletters 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.



ExxonMobil Chemical is a single source for a wide variety of polyolefins, from Vistamaxx propylene-based elastomers to ExxonMobil polypropylene grades and Achieve resins. The company will be at IDEA10 to help provide the product qualities attendees want, while getting the enhanced efficiencies they need. Elasticity, strength, softness, breathability, drape-

ability, light weight and barrier properties – all from one place, backed by global supply and support.

[www.makeideasflow.com](http://www.makeideasflow.com)

Those attending this year's IDEA10 will have the opportunity to see a complete wet wipes production line in operation. Teknoweb S.r.l and PFM Packaging Machinery Corp., will operate a complete wet wipes converter and packaging flow-wrapper in Booth 1214 all three days of the show.



The converter will be a fully featured, state-of-the-art Teknoweb Futura 10 production machine, capable of producing 6000 wet wipes per minute. It will supply stacks of interfolded wipes to a PFM Scirocco high speed flow wrapping

line, complete with inline die cutting and labeling, and state-of-the-art robotic lid application system at speeds in excess of 150 ppm. Contact:

[info@pfmusa.com](mailto:info@pfmusa.com) or Teknoweb NA, [sales@teknowebna.com](mailto:sales@teknowebna.com).

Dalian Ruiguang Nonwoven Group was established in 1991 and now employs more than 500 people at four subsidiary companies — Dalian RuiHua Nonwoven Co. (joint venture), Dalian RuiYuan Nonwoven Co. (joint venture), Dalian RuiGuang Protection Products Co. and Dalian RuiGuang Color Masterbatch Co. In total the Group has four spunbond nonwoven production lines with total annual production capacity of 16,000 tons, one SPC pulp airlaiding composite spunlace nonwoven production line with annual production capacity of 15,000 tons, one advanced spunlace nonwoven



production line with annual composite spunlace production capacity of 10,000 tons, two meltblown nonwoven production lines with annual SMS nonwoven production capacity of 5,000 tons, one PE coating production line with annual production capacity of 2,000 tons, two composite production lines with annual production capacity of 5,000 tons, and three color masterbatch production lines with annual production capacity of 600 tons.

The Group currently exports its products to the U.S., England, Canada, Spain, Malaysia, India, Japan, Korea, Singapore, Taiwan and Hong Kong, among other countries. The Group has received ISO9001 Quality System and ISO14001 Environment System certification.

Xianto Fortune (XFMS), established in 1994, specializes in manufacturing nonwovens for Dental, Veterinary, Beauty,



Cleanroom and a host of other applications. The company will be at IDEA10 highlighting its nonwovens that are extensively used in hospital, household and other uses where cleanliness and health care are essential. XFMS also acts as an agent for exporting products from its associated certified factories in order to meet customers' need for one-stop service.

[www.exceedhealthcare.cn](http://www.exceedhealthcare.cn)

GDM will be highlighting the 2010 launch of its GIS (Global Investment Solution). GIS is not just simple production line; rather, it is an interactive system that assists producers in their manufacturing by improving their business profitability and helping them in building up their business through a real time communication between producer, machine and supplier.

This new solution is based on the following features:

- CPS (Capital Protection System) ... Margin Sharing; Market Risk Sharing; Reduction of Net Working Capital; Global support from OEM side; Continuous Effective Production; Focus and Updating on Product features and quality
- IPL (Interactive Platform Line) ... Machines for baby, lady or adult products with the following features: extensive Servo Drive transmission; LPP (Line, Process and Product) local and remote monitoring ; Easy and fast size change; Self

Diagnostic Features; Integration with in-line wrapper for single packing; an exhaustive list of options are available upon request.

- APS (Asset Protection Service) ... Local Assistance; Spares Management; Preventive Maintenance; Efficiency Enhancing Program; Periodical survey; Software updating; real time/remote machine inspection.

Paper Converting Machine Company (PCMC) will be highlighting its recently introduced Marlin high-speed nonwoven crossfolder. Marlin offers state-of-the-art efficiency with superior web control and excellent



stack height, packaged in a low profile, compact and easy-to-access machine design. PCMC, headquartered in Green Bay, Wisconsin, provides high-performance converting machinery for the global tissue, nonwovens, package printing, and envelope manufacturing industries.

[www.pcmc.com](http://www.pcmc.com)

At IDEA10, the Trützschler Nonwovens Group will exhibit in a joint booth to focus on its companies' latest innovations in nonwovens technology.

The business unit Trützschler Nonwovens will focus on its complete staple fiber preparation and web formation capabilities with roller cards or aerodynamic web formers. Crosslappers and web drafters enable the required web weights and widths to be produced. Trützschler will have a solution available at IDEA10 for anyone looking for web needling, spunlacing, chemical or thermal bonding.

Close cooperation between Fleissner and Erko makes Trützschler a strong partner for the nonwoven industry. The

concentration on joint development for nonwoven products is a good example. Extensive laboratories are available at the two customer service centers in Egelsbach and Duermen for the entire range of technology.



The companies of Trützschler Nonwovens realize that small and medium-sized companies need modern nonwoven production lines in keeping with their production and investment volume. Their needs are

met with technological developments such as the combination of the Trützschler Carder TC-07-H and the Fleissner MiniJet, the combination of the ERKO Carder EWK 413 and the Fleissner AquaJet, the direct bonding line consisting of the ERKO card feeder and different bonding units, such as the ERKO needle punch machine, Fleissner AquaJet or Fleissner belt oven.

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