INDA's e-Filter Newsletter

The Filtration Industry's Information Hub

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Welcome to e-FILTER, sponsored by INDA, Association of the Nonwoven Fabrics Industry (**www.inda.org**). It is sent every other month to executives within the global filtration business and focuses on the latest news, new products, patents, legislative issues and commentary in the filtration industry. Check out the information at the end of this newsletter on how to subscribe or submit your company's information for inclusion.

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INDA NEWS

NOMINATIONS BEING ACCEPTED FOR 2010 VISIONARY AWARD

The nomination process for the prestigious 2010 Visionary Award is now open to the global nonwovens and consumer products industries. INDA, which sponsors the annual award, will be accepting nominations through September 1. Now in its ninth year, the award recognizes consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing process.

The 2010 Visionary Award will be presented at the VISION 2010 Consumer Products Conference, January 20-22, 2010, which will once again be held at the Sheraton Canal Street in New Orleans, Louisiana.

Last January at the VISION 2009 Conference in New Orleans, the Disruptor nonwoven water filter media from Ahlstrom was named the recipient of the 2009 Visionary Award.

Other previous recipients of the coveted Visionary Award include Kimberly-Clark's SpaSensials spa treatment (2008); Tyco 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 process and criteria for the 2010 Visionary Award are simple:

1. The finished consumer end product must contain a nonwoven fabric or utilize a nonwoven technology during its manufacturing process.

2. The consumer product has to have been introduced to the trade or to consumers in 2008-09.

3. The product cannot have been selected as a finalist in any previous Visionary Award competition.

4. Companies can nominate their own products. While any number of products can be nominated, only one product per company will be selected as a finalist.

Products will be judged on their novel use of nonwoven technology, as well as on their consumer and trade acceptance. Eligible consumer product categories include disposable diapers, feminine hygiene product, adult incontinence products, household wipes and home filters, among others.

The nominees will then be reviewed by an INDA selection committee and finalists will be selected to make presentations at the VISION 2010 Consumer Products Conference. Conference attendees will then vote on the recipient of the award and the recipient is announced on the final day of the VISION 2010 Consumer Products Conference.

To nominate a product, email an explanation of the product to Michael Jacobsen, Visionary Awards coordinator, at mjacobsen@inda.org. Samples of the product should also be sent to Michael Jacobsen, INDA, 22 Paterson Avenue, Midland Park, NJ 07432 USA.

Call 201-612-6601 with any questions. For more information on the VISION 2010 Consumer Products Conference, log on to:
http://www.inda.org/events/index.html

MANAGEMENT COLUMN: FORWARD THINKING DRIVES THE FILTRATION BUSINESS

Innovation and technology are the lifelines this year for the filtration industry, according to a recent conversation with Knowlton Technologies Director of Technology and New Business Development, Jamie Lee. Knowlton Technologies is a world leading manufacturer of engineered Specialty and Technical Media, Performance Nonwovens and Filled Composites constructed from metal, glass, polymer, ceramic and natural fibers.

“For most of our peers or competitors, the year will be challenging. Anyone in the direct OE automotive line of filtration market for on-the-road has no business growth to look forward to, in my mind, for several years,” Lee said, while noting that the OE automotive supply chain is down 60 to 70 percent while other industries may be down 30 to 50 percent. He believes this is because cars aren’t selling and there is a tremendous backlog of filtration parts for the on-the-road industry.

The survival of the filtration industry rests with companies possessing the ability to produce higher value, longer life products, he said, because these companies can chew- out market shares with innovation and technology.

Additionally, off-road filtration systems such as those used in construction will rebound more quickly than on-road products in part with the help from the government’s stimulus and recovery plans to improve infrastructures. But even in this field, the catch phrases will be higher value, longer life products, he said.

Products which eliminate the need for frequent changes will sell. Discounting a product by 5-15% percent or so will not get sellers to their long-term goals.

“Some people will go out and buy the cheapest filters but that’s not a deal if you ruin an $8,000 engine. The future lies not with companies offering the lowest price for their filters but rather with companies making the best filters.”

Lee said filtration manufacturers would do well to explore making filters for water purification systems, the medical market, earth sciences and energy. He believes these markets provide the best opportunity for future growth.

“Micro fiber filters used in the medical separation field are manufactured from the same high quality fibers as those used to make scotch,” he said.

He points to bio fuel as another example, saying the development of bio fuels will require the use of many new filters, other than those used in cornmon petroleum -based fuel production.

About the Authors
Lisa Sprowls of the Filtration Group of RSI has successfully placed a wide range of positions in the Filtration, Water and Wastewater industries. She has developed a clientele ranging from successful, small, privately held companies to the corporate giants of the industry throughout North America. To learn more about their recruiting services visit them at **www.rsipeople.com/filtration**.

INDUSTRY NEWS

H20 INNOVATION ACQUIRING PROFESSIONAL WATER TECHNOLOGIES

H2O Innovation recently executed an asset purchase agreement between Membrane Systems, Inc., an indirectly wholly owned U.S. subsidiary of H2O Innovation, and Professional Water Technologies, Inc. for the acquisition of substantially all of the assets of Professional Water Technologies.

Professional Water Technologies, located in Vista, Cal., develops, manufactures and sells specialty membrane pre-treatment and maintenance solutions for industrial, municipal and commercial applications. The purchase price of $3.7 million is payable in cash at closing and may be increased up to $5.7 million, entitling PWT to receive earn-outs payments of up to $2 million if PWT's sales reach $13.1 million within the 24 months period following the closing of the transaction.

"This is an important and strategic addition to our operations. Since its founding in 1995, Professional Water Technologies has steadily developed an enviable reputation as a membrane filtration maintenance and operations specialist. Professional Water Technologies will play a pivotal role in growing our sales of services and consumables and maintaining close relationships with our clients-a key component of our growth strategy," says Frederic Dugre, president and CEO of H2O Innovation.

"Most importantly, this acquisition positions H2O Innovation as a complete membrane filtration expert providing everything from customized system design to manufacturing, maintenance and operational efficiency consulting," he adds. "PWT also significantly enhances our international reach through its network of distributors."

JACOB HOLM FRANCE ADDING NEW FILTER LINE

[From **nonwovens-industry.com**] Idrosistem Energy, of Italy, has reached an agreement with Jacob Holm France to supply a new upgraded water filtration system for its first line in Soultz. This upgraded filtration system is designed to avoid any use of antibacterial products in the hydroentanglement process, thanks to a new technology designed by Idrosistem. Idrosistem manufactures filtration plants for spunlace and has supplied more than 50 water filtration plants to spunlace producers worldwide.

BIODEGRADABLE NONWOVEN INTRODUCED BY AHLSTROM

Ahlstrom plans to unveil a biodegradable nonwoven for infusion applications at the Tea & Coffee World Cup exhibition in Spain this month. The lightweight, fine filament web is designed to deliver functional benefits to converters and consumers of tea bags, while featuring unique environmental characteristics.

"The raw material and the fine filament webs are fully biodegradable and compostable," explains Mike Black, general manager, Food Nonwovens. "An independent LCA (life cycle assessment) carried out to ISO 14040 standards demonstrated that these webs have a lower carbon footprint compared to similar products made of oil-based polymers."

The principal ingredient is PLA (polylactic acid), a biopolymer currently derived from cornstarch. This also means that the raw material for this product is based on 100% annually renewable resources. Suitable for conversion on tea packing machines that use ultrasonic sealing technology, the new materials complement Ahlstrom's range of traditional heat sealable and non-heat sealable.

WATER INNOVATIONS ALLIANCE LAUNCHES 'SMART WATER' INITIATIVE

Water Innovations Alliance, an industry association promoting accelerated adoption of water technologies, recently announced that IBM has joined the organization's Foundation board. IBM will also serve as chair of a subcommittee working on technology platforms, standards and methodologies to enable improved water management decisions.

"Having IBM take a leadership role in this initiative will further our mission for creating a national smart water grid," says F. Mark Modzelewski, co-founder and executive director of the Alliance. "It is vital that all the parties – both in the public and private sectors – come together to create and fund a water information technology initiative with common platforms, standards and nomenclature."

“Demand for innovative water-related information technologies is growing rapidly,” says Peter Williams, CTO of IBM Big Green Innovations. “To achieve our goal of improving water management, we need to collaborate on sensing and monitoring infrastructures for water resources, a common system for measurement, evaluation and reporting, as well as common standards. If we come up with an effective IT management system that leverages the current infrastructure, filtration, and treatment technologies, we could realize significant annual water savings.”

Currently, 1.1 billion people lack access to a reliable water supply, and 2.6 billion people lack access to adequate sanitation. By 2025, over half the world’s population will live in water-stressed or water-scarce countries. One quarter of global freshwater use exceeds local long-term accessible supplies. Agricultural uses are the biggest concern, with an estimated 15 to 35 percent of irrigation withdrawals in excess of sustainable limits. Industrial withdrawals of water are expected to rise by 55 percent out to the year 2025. In addition, within the US, population has been migrating from the water-rich North to the water-depleted sunbelt. Moreover, crumbling infrastructure means that cities such as Chicago lose upwards of 60 percent of their water in transit from treatment facilities to faucets.

"Addressing water quality and management issues are of paramount importance to a sustainable planet," says oceanographer and Alliance advisor Fabian Cousteau. "Technological innovation is one of the vehicles that will help get us there."

The emerging water IT field is focused on aiding the delivery of water from suppliers to consumers using digital technology to improve decision making, save energy, reduce cost and increase reliability and safety. The goal of the field is to create a virtual water “grid” that cuts across all water supplies from natural ones such as rivers and aquifers, to municipal suppliers, to the impact of weather patterns.

Information about IBM’s global water and Big Green Innovations initiatives is available here: **http://www-03.ibm.com/technology/greeninnovations/**

FLANDERS ACQUIRES WILDWOOD INDUSTRIES

Flanders Corporation has agreed to acquire certain assets from Wildwood Industries for $3.6 million in cash. Flanders will retain the furnace filter equipment and inventory and immediately sold the unrelated assets to R.P.S. Products, Inc. for $2.2 million in cash.

"As reported, during our first quarter conference call, our business is quite solid and we are well positioned as we head into our busy summer season,” says Flanders' chairman, president and CEO Harry Smith. “We intend to opportunistically add capacity to service our growing customer base and believe this acquisition strengthens Flanders as the largest U.S. producer of air filtration products. With our expertise, we expect to effectively leverage these assets and add value to our company."

DONALDSON REPORTS THIRD QUARTER RESULTS

Donaldson Company recently announced updated guidance for fiscal year 2009 and its financial results for the quarter ended April 30, 2009. “Although we continue to experience very challenging and severe recessionary conditions in almost all of our end markets, I am very pleased that our gross margin improvement, cost reduction, and working capital improvement projects helped us significantly in our third quarter,” says Bill Cook, chairman, president and CEO.

“We generated record free cash flow of $100 million in the quarter and $171 million year-to-date. This has allowed us to further reduce debt by $39 million this quarter while still increasing our global cash reserves. Our balance sheet is very strong as we continue to improve our working capital utilization.”

Donaldson’s overall sales were down 30 percent in the quarter and, excluding the exchange rate movements impact, sales were down 24 percent. In its Engine Products segment local currency sales decreased 26 percent, although sales of retrofit emissions and Aerospace and Defense products remained ahead of last year’s levels. In its Industrial Products segment local currency sales decreased 21 percent, as its Industrial Filtration Solutions, Gas Turbine, and Special Applications businesses all experienced sales declines.

“Based on recent feedback from key customers, we are planning for this global recession to continue at least through the fourth quarter of fiscal year 2009,” he adds. “Consequently, we will consider and make further adjustments to our business plans and cost structure as necessary. Our restructuring efforts, although difficult, are allowing us to successfully lead our company through this recession while positioning ourselves to profitably capitalize on future opportunities. We will return to our long-range strategic growth plans when economic conditions improve.”

Donaldson forecasts total 2009 company sales to be between $1.8 and $1.9 billion, or down 15 to 20 percent from the prior year. Foreign currency translation is expected to account for about 25 percent of this decrease.

HYDRATION TECHNOLOGY IS READY FOR HURRICANE SEASON

In support of National Hurricane Preparedness Week, Hydration Technology Innovations (HTI) aims to educate people about a proprietary water filtration system that was created in conjunction with NASA and the Department of Defense, and is being used by disaster relief organizations and branches of the United States military.

Using forward osmosis technology, HTI has developed a personal filtration system that turns any type of contaminated or polluted water into a safe, nutrient drink. No electricity, no pumping, and no bitter chemicals are required. The HTI LifePack water filter provides up to three liters per day of a clean, nutrient drink from any water source.

- ✓ Over a three-day period, the LifePack can produce more than nine liters (20 pounds) of a clean drink.

- ✓ LifePack can be used with any water source, even standing water from drains, puddles or gutters.

- ✓ LifePack will produce a fresh, safe, clean drink in just six hours, without chemicals, hand pumps or a need for maintenance.

- ✓ LifePack allows users to scoop water from a puddle, drain or gutter to produce safe drinking water for their families following a hurricane or other natural disaster.

This same water filter technology was used by the National Guard during Hurricane Katrina to filter contaminated waters from the streets of New Orleans into a clean, safe drink that provided nutrients and electrolytes to the Guard during search and rescue efforts.

"This technology employs a microfilter that is remarkably advanced and extremely simple to use," says Keith Lamp, chief technologist, HTI. "In fact, young children used the LifePack easily in the aftermath of the Sri Lanka tsunami. We expect to see the HTI filter system embraced more and more by government institutions and hospitals, as well as private citizens, in the event of natural disasters or other emergencies where survival depends on having clean, safe drinking water."

EXXONMOBIL UNVEILS RESIN FOR SPUNBOND PRODUCTION

ExxonMobil Chemical unveiled a new resin at ANEX 09 + SINCE 09 in Shanghai last month. ExxonMobil PP 3885E1 resin offers producers an opportunity to improve productivity, reduce waste caused by fabric defects, increase line capacity, and change line configuration while maintaining fabric properties.

The molecular design of ExxonMobil PP 3885E1 resin provides efficient processing on the latest generation of spunbond equipment. Spunbond production can be increased by more than 15 percent without increasing the amount of hard-spot fabric defects. Compared with conventional PP, ExxonMobil PP 3885E1 resin produces finer fibers, which can provide better fabric uniformity and a softer feel.

Vistamaxx specialty elastomers continue to accelerate into a growing range of nonwoven applications including hygiene absorbent products (HAP), such as diapers, as well as medical, filtration and industrial products. To support this growth, in addition to increased demand for PP, ExxonMobil Chemical is building a second world-scale petrochemical complex in Singapore, which will include a 500,000 tons-per-year PP unit and a 300,000-tons-per-year specialty elastomers unit. ExxonMobil Chemical recently broke ground on a technology center in Shanghai to provide product application support for its growing business in the China and Asia Pacific markets.

PURADYN RELEASES 2009 FIRST QUARTER RESULTS

Puradyn Filter Technologies, a global bypass oil filtration system manufacturer, recently reported results of operations for the first fiscal quarter ended March 31, 2009. Net sales for the first quarter ended were approximately $299,000 compared to approximately $763,000 for the same period in 2008, a decrease of approximately $464,000, or 61%.

The company reported a net loss of approximately $682,000 for the quarter, compared to a net loss of approximately $470,000 for the same period in 2008.

Operating losses increased by approximately $200,000 or 18%, in the first quarter of 2009 as compared to the same time period in 2008. Cost of products sold, as a percentage of sales, increased from approximately 82% in 2008 to approximately 121% in 2009. This increase is attributable to a significant decrease in sales and allocation of fixed and variable factory costs over fewer sales.

Kevin Kroger, president and COO, says, "Net sales for the first quarter were low but not unexpected, given our year-end numbers. We rely on customer orders and a significant number of customers have been severely affected by the global economy. Notwithstanding, we are now into the second quarter 2009 with a respectable backlog of over $300,000, in large part due to a major oil drilling company retrofit program that we recently announced.

"As the economy is showing signs of stabilizing, we are speaking to customers who, previously having delayed ordering six to eight months ago, are beginning again to gear up for retrofit and new installation programs. While this requires an initial capital expenditure on their part to fit our product, the return on investment occurs rapidly. In addition, our relationship with John Deere continues to strengthen and we have effectively entered the market in Nigeria. During the course of the first three months of 2009, we have received additional orders from regional municipalities and the U.S. Military for foreign military sales."

IQAIR HEALTHPRO WINS PARENT SEAL OF APPROVAL

IQAir North America, Inc., a designer and manufacturer of air cleaning products, says its IQAir HealthPro Plus has earned the influential Parent Tested Parent Approved Seal of Approval. In an independent series of tests conducted by parents, the HealthPro Plus gained the highest marks in effectiveness, customer satisfaction, and overall cost of ownership.

"I applaud Parent Tested Parent Approved for including air purifiers in their product testing. With 60 million children suffering from allergies and asthma, the right kind of air purifier can make a world of difference in the life of child," says Frank Hammes, president of IQAir North America.

The mission of Parent Tested Parent Approved is to discover and appraise new products designed for children and families. Parent Tested Parent Approved

announced the winners of the 2009 Winter Product Call for the best in parenting products.

The HealthPro Plus combines four filtration technologies to effectively remove a large variety of particulate and molecular air pollutants found in homes today. The HealthPro Plus' award-winning design employs progressive phase-purification through a pre-filter, a granular activated carbon absorption and pelletized chemisorption cell to remove odors and eliminate harmful chemicals, and the company's patented HyperHEPA filtration technology.

Designed to the exacting standards found in Cleanroom and hospitals, the HealthPro Plus' HyperHEPA filters feature superior airborne particle removal down to 0.003 microns in size with a guaranteed minimum efficiency of more than 99.5 percent. Molecular-level effectiveness, combined with an ultra-quiet "fan-in-center" design, intuitive user controls and an built-in intelligent filter life monitor make the HealthPro Plus the leading choice in air purification. For more information about the HealthPro Plus, please visit, www.iqair.com.

SEYCHELLE JOINS FORCES WITH WATER, INC.

Seychelle Water Filtration Products, which manufactures and sells proprietary portable water filtration systems, has partnered with Water, Inc., a worldwide distributor of high-end water filtration systems and luxury water products for the home.

In addition, Seychelle has received an order for its advanced filter bottles and replacement filters from a large humanitarian group in South America for its staff, field missionary teams and emergency preparedness.

Carl Palmer, President and CEO of Seychelle says, “We are very pleased to team up with Water, Inc., and Body Glove. We feel that this is going to be a great partnership because both companies are committed to providing great-tasting drinking water in leach-proof, non toxic, BPA free bottles and systems that are environmentally safe.” Seychelle currently is supplying Body Glove branded 18 ounce portable drinking water bottles and replacement filters and will soon add pure water pitchers to the line.

Additional products will be introduced in coming months such as Seychelle’s 27 ounce FDA food grade approved # 304 stainless steel bottles, billed as the world’s first and only stainless filter water bottle.

Carl Palmer also announced a partnership with Millennium Purification Systems and CamoVision of Georgia, LLC in marketing of the pure water brand “Aqua Filter King” to the collegiate market through approval by The Collegiate Licensing Company, and Licensing Resource Group. Approval by these two licensing organizations allow Millennium and CamoVision to offer a green drinking water solution to over 350 major college and university campuses, and thousand of retail outlets nationwide that carry collegiate logo merchandise.

INDA MEETING SCHEDULE

World of Wipes 2009 International Conference, June 22-24, Grand Hyatt Atlanta, Atlanta, Georgia

INDA Nonwovens Course, September 15-17, INDA Headquarters, Cary, North Carolina

INTC 2009 International Nonwovens Technical Conference, September 21-24, Grand Hyatt Denver Downtown, Denver, Colorado

Filtration 2009 International Conference & Expo, November 17-19, Navy Pier
Chicago, Illinois

IDEA 2010 International Conference & Expo, April 27-29, Miami Beach Convention Center, Miami Beach, Florida

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THAT'S ALL, FOR THIS MONTH ...

To subscribe to the INDA E-FILTER newsletter and have e-mail notifications announcing new additions, please visit: **http://www.inda.org/pubs/rsvp.html**

Any company with news for the INDA e-FILTER Newsletter, or any individual with something they want to say to the industry, should send an email to Michael Jacobsen, INDA, at **mjacobsen@inda.org**; 201-612-6601; Fax 201-612-6677.