

# 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](http://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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### **AHLSTROM FILTER MEDIA RECEIVES 2009 VISIONARY AWARD**

The unique Disruptor nonwoven water filter media from Ahlstrom was named the recipient of the coveted 2009 Visionary Award presented recently at the VISION 2009 Consumer Products Conference in New Orleans.

Disruptor was selected over four other finalists by the attendees at the eighth annual VISION Conference, which returned to its original location in New Orleans after three years “on the road” following Hurricane Katrina. Held from January 26-29 at the Sheraton New Orleans Canal Street, the VISION Conference was organized by INDA, Association of the Nonwoven Fabrics Industry, and it annually brings together hundreds of executives from nonwovens and consumer products companies around the world for three days of education and networking.

Now in its eighth 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 2009 and conference attendees voted for the recipient of the 2009 Visionary Award.

“The depth and breadth of the five Visionary Award finalists at VISION 2009 illustrate just how important the marriage of nonwovens and consumer products has become,” says INDA President Rory Holmes. “These were five outstanding products representing all aspects of consumer products – from filtration to pet and personal care – and they were all winners by being selected as finalists in the 2009 competition. The Disruptor filtration demonstration was quite compelling and showed just how effective the technology is for removing particles as well as color contaminants from drinking water.”

The 2009 Visionary Award recipient — the Ahlstrom Disruptor nanoalumina fiber, nonwoven water filter media — is a nonwoven, wet laid filter media based on nanoalumina fiber technology. Ahlstrom supplies the fabric to a number of consumer products companies making water purification products ranging from tap filters, shower filters and pre-filters to home reverse osmosis (RO) filters, water pitchers, water coolers and spa filters.

The other four finalists were:

- ❑ The Germy Wormy Sanitary Sleeve from Back Enterprises, a kid-friendly, easy-to-use disposable product that captures germs by teaching children to cough and sneeze into their elbow in a fun way. The product is

comprised of a nonwoven laminate containing multiple elastic filaments for the cuffs, an inner layer of breathable film and an outer layer of spunbond polypropylene.

- ❑ Kimberly-Clark's new GoodNites Sleep Boxer for Boys and Sleep Shorts for Girls that give children comfortable protection that looks and feels like everyday sleepwear. They are designed to help protect, with customized protection zones for girls and for boys.
- ❑ Nooby's Booties Disposable Dog Booties from Rotano International are made from spunbond polypropylene and polyethylene and are marketed to fill a gap in the market as a disposable dog bootie.
- ❑ The Once Single-Use Panty from Tredegar Film Products feature a breathable, soft, stretchy and stylish fit that feels like any other panty, but with one difference — it is worn once and then discarded. It is made from a breathable and stretchy nonwoven with comfortable leg and waistbands and a cotton gusset.

Previous recipients of the Visionary Award include 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).

In addition to the Visionary Award, VISION featured three days of topical presentations on issues important to the consumer products and nonwovens businesses, ranging from sustainability/green issues to consumer purchasing habits to the role Wal-mart plays in every aspect of the business.

The 2010 VISION Consumer Products will return to New Orleans from January 19-22, 2010.

### **PUR FLAVOR OPTIONS RECOGNIZED AS HOUSEHOLD PRODUCT OF THE YEAR**

Procter & Gamble's PUR Flavor Options has been named Product of the Year in the household category by Product of the Year USA (POY), one of North America's largest and most representative consumer-voted programs for recognizing product innovation. The Award is derived from a study of 100,000 Americans, who vote to determine the products that demonstrate innovation and deliver high quality.

"There's no better compliment than one that comes directly from consumers themselves," said Bruce Lux, Brand Manager, PUR North America. "The American consumer has always been the number one factor driving our product innovations and this distinction reinforces that we are on the right track."

PUR Flavor Options is the first water filtration system that allows consumers to choose unflavored or flavored filtered water by the glass. Flavor Options uses the same two- or three-stage filter technology found in other PUR water filtration systems, and is available as a pitcher and faucet mount. The convenient flavor cartridges are interchangeable and come in five fruit flavored concentrates: Strawberry, Peach, Raspberry, Lemon and Grape.

PUR Flavor Options was presented with its award during the Product of the Year Award ceremony on January 22 in New York City. The Supermarket Guru, Phil Lempert, served as Master of Ceremonies for the evening, and joins POY as official spokesperson and consumer expert.

### **CUMMINS CUTS 350 JOBS**

Weak sales and lower production in the automotive sector has led to Cummins Inc. offering a voluntary retirement package to its hourly employees who meet certain eligibility criteria. About 700 employees are eligible for the program and the company will accept up to 350 voluntary retirement applications, Mark Land of Cummins' public relations office said.

All Cummins hourly workers in southern Indiana with 30 years of service, or who are at least 55 years old with a minimum of 10 years of service, are eligible to apply for the program.

Eligible employees have until 5 p.m. Feb. 13 to accept the offer. It is expected most of the employees who receive the retirement package will leave the company by March 1.

"The demand for our engines and related products continues to fall, and despite the significant steps already taken to align our costs with that demand, permanent job reductions have become necessary," said Jim Kelly, president of the firm's engine business. "This action is the next step in our 'rings of defense' approach to reducing costs."

Cummins is a corporation of complementary business units that design, manufacture, distribute and service engines and related technologies, including fuel systems, controls, air handling, filtration, emission solutions and electrical power generation systems.

### **IT'S ALL FILTERFORGOOD AT SUNDANCE FESTIVAL**

The environment played a starring role at the 2009 Sundance Film Festival, the first major film festival to partner with FilterForGood, a campaign to reduce bottled water waste. Brita and Nalgene provided free FilterForGood reusable bottles attendees could fill at Brita Hydration Stations located throughout the festival.

Through these small changes, the festival eliminated the complimentary distribution of single-serve bottles of water, which totaled 50,000 last year, for

the first time in its history. The 25th Sundance Film Festival ran from January 15-25, 2009 in Park City, Salt Lake City, Ogden and Sundance, UT.

The FilterForGood campaign began in 2007 as part of Brita and Nalgene's mission to reduce bottled water waste by offering a greener solution to healthier water at home and on the go. Through the Web site [www.FilterForGood.com](http://www.FilterForGood.com), users can pledge to switch to a reusable Nalgene water bottle filled with Brita filtered water. To date, an estimated more than 110 million bottles have been saved thanks to those who took the FilterForGood pledge.

"Sundance Institute is committed to reducing our environmental impact during the festival and throughout the year," said Jill Miller, Managing Director of The Sundance Institute. "Thanks to Brita and Nalgene, we reduced the need for 50,000 bottles of water at the 2009 Sundance Film Festival and we hope to be completely bottled water-free in 2010."

This is not the first time FilterForGood has made an impact in the world of entertainment. NBC's top rated reality show "The Biggest Loser" eliminated bottled water from the set for the last two seasons. Contestants, trainers and crew switched to FilterForGood Nalgene bottles and Brita water, resulting in a savings of more than 64,000 disposable bottles being used and potentially landfilled. That equals substantial cost savings too, since Brita water costs just pennies per gallon.

For more information visit: [www.FilterForGood.com](http://www.FilterForGood.com) and [www.Brita.com](http://www.Brita.com).

### **INDA NEEDLEPUNCH CONFERENCE A MUST-ATTEND EVENT FOR FILTER BUSINESS**

Market trends, new equipment, the latest technologies and green manufacturing processes will highlight the seminar program at the Needlepunch 2009 International Conference, scheduled for March 24-26 at the Marriott Grande Dunes in Myrtle Beach, SC.

The three-day conference will include technical sessions focused on a range of topics vital to manufacturers and end users. Among the sessions are New Equipment/ Technology, Competitive Technologies, Military Applications, Flame Retardancy, Acoustics/Insulation, Medical and Filtration.

In addition, a topical section focusing on Green/Energy Reduction will explore options and opportunities in developing sustainable products and processes. Presentations in the session include "Demand Side of Alternative Energy Opportunities,"; "Nonwovens: Office Environment,"; and "What Does 'Green Building' Mean to Manufacturers of Nonwoven Fabrics?"

Other highlights of Needlepunch 2009 include: a special lunchtime keynote address on "Low Tech Innovations" by designer and inventor Liora Manné, a needlepunch tutorial led by Edward Vaughn, professor emeritus, School of Materials Science and Engineering, Clemson University and an INDA tabletop reception.

For more information: [Needlepunch website](#)

### **NEPHROS TO DELIST FROM AMEX**

Nephros, Inc., a medical device company developing and marketing filtration products for therapeutic applications, infection control and water purification, has received notice from the NYSE Alternext US LLC (formerly, the American Stock Exchange), regarding AMEX's intention to delist the company's common stock due to noncompliance with certain continued listing standards.

The company previously received a letter from AMEX dated September 12, 2008 notifying it of noncompliance with certain continued listing standards. In response to that letter, the company submitted a plan of compliance to the AMEX on October 13, 2008 advising AMEX of the actions the company has taken, or will take, which would bring it into compliance with the continued listing standard identified above by April 30, 2009.

On January 8, 2009, the Company received a letter from AMEX notifying the Company that it was rejecting the plan. The letter further notified the Company that it is in noncompliance with the Exchange's Company Guide Section 1003(a)(iii), which states AMEX will normally consider suspending dealings in, or removing from the list, securities of an issuer which has stockholders' equity of less than \$6,000,000 if such issuer has sustained net losses in its five most recent fiscal years.

The letter also said that the Company was in noncompliance with Company Guide Section 1003(a)(ii), which states AMEX will normally consider suspending dealings in, or removing from the list, securities of an issuer which has stockholders' equity of less than \$4,000,000 if such issuer has sustained net losses in its three of its four most recent fiscal years. Finally, the letter also said that the Company was in noncompliance with Company Guide Section 1003(f)(v), which states AMEX will normally consider suspending dealings in, or removing from the list, common stock that sells for a substantial period of time at a low price per share.

### **FREUDENBERG HOUSEHOLD PRODUCTS OPENS NEW HQ**

[From [www.nonwovens-industry.com](http://www.nonwovens-industry.com)] Freudenberg Haushaltsprodukte KG (FHP) has officially opened its global headquarters in the Weinheim Technology Park. The company has invested more than eight million euros in the 7000-square-meter Vileda House. The building will bring 200 members of staff employed by international player Freudenberg Haushaltsprodukte KG, FHP Export and Vileda GmbH Germany together under one roof.

"The decision in favor of a new building and Weinheim, our original location, is oriented to the company's long-term strategic objectives. Vileda leads the global market in the mechanical household cleaning sector and we are aiming to take over this position in all of the world's important markets," said Peter Bettermann, spokesman for the management board. "The concepts, the brand

and sales strategies and the products are developed here in Weinheim and they are carried out into the world from here as well.”

FHP's global headquarters is the first project to have been completed in Weinheim Technology Park. Situated directly adjacent to Weinheim Industrial Park, the new technology estate is expected to boost Weinheim's innovative potential. Apart from being easily accessible, the other advantages of the location can be attributed to its infrastructure. Other companies with premises in the Technology Park can avail themselves of the services offered by the Freudenberg Innovation Center, Freudenberg New Technologies and Freudenberg IT.

The building has been designed in the form of a letter "V" for Vileda, the flagship brand of Freudenberg Household Products. "The new Vileda House is a modern, flexible building that provides a creative atmosphere and facilitates team-oriented communications," said Klaus-Peter Meier, managing director of Freudenberg Haushaltsprodukte KG, explained. "It has become a real "Vileda" building and I am confident that we will feel at home here and come up with lots of good ideas.”

#### **CLARCOR REPORTS RECORD FOURTH QUARTER**

Clarcor recently reported its 16th consecutive annual increase in sales and earnings. Fiscal 2008 fourth quarter net earnings increased by 9% and fiscal 2008 net earnings increased 6% from 2007.

Fourth quarter operating margins in 2008 were 17.3% compared to 16.8% in 2007; full year operating margins improved to 14.3% in 2008 from 14.1% in 2007. Foreign currency fluctuations lowered fourth quarter 2008 sales and operating profit by \$6 million and \$1 million, respectively, but increased full year 2008 sales and operating profit by \$9 million and \$1 million, respectively.

Norm Johnson, Clarcor's Chairman and Chief Executive Officer, said, "Fiscal 2008 marked Clarcor's 16th consecutive year of sales and earnings growth, but it was certainly not a typical year. Fortunately, the diversity of our filtration businesses and the breadth of our product lines and customer base offset unusual fluctuations during 2008 in product demand and material costs in many of our markets.”

“Over 80% of our filtration products are sold into the replacement aftermarket,” he added. “That is, our filter products are purchased, used and then repurchased continually during the year. In other words, these are not primarily one-time sales for which we have to constantly find new customers, but are sales of products that are continually in demand, in both good and bad times.

“Market channels which demonstrated strong demand for most of 2008 included oil and natural gas exploration and transmission, aerospace (which for us means filters used on aircraft), filters used on agricultural, mining and construction machinery, aviation fuel filtration systems and filters, and dust

collector systems and replacement cartridges. Markets that showed largely consistent or slower growth in demand during 2008 included environmental filters sold for non-automotive HVAC applications, filters used in plastic and fiber resin manufacturing and filters used in pharmaceutical manufacturing. Over-the-road truck mileage and locomotive traffic declined in 2008. However, our filter sales to the over-the-road truck market were about even with 2007, though filter sales to the railroad market declined slightly in 2008. Sales to the automobile manufacturers and automotive parts suppliers were less than 4% of our total sales in 2008. So even though sales to these customers dropped noticeably, the impact on CLARCOR overall was not significant.”

Clarcor’s acquisition of Perry Equipment Corporation in December 2007 added approximately \$29 million in sales in the fourth quarter and \$116 million in sales for all of 2008.

### **PGI UNVEILS SUSTAINABILITY EFFORTS**

PGI recently unveiled an initiative to strengthen its corporate sustainability program with focused and expanded efforts in this area led by the company’s first chief sustainability officer (CSO). John Heironimus, chief marketing officer for the company, has been appointed to the newly created position of CSO.

Heironimus will lead the company’s increased efforts in sustainability that will include public measurements of the impact its products and operations have on the environment as well as its social responsibility efforts. The company will begin publicly reporting such areas as energy and water usage as well as carbon emissions by issuing a global score card tracking its progress on its website.

According to the company, its expanded sustainability program demonstrates PGI’s leadership as a nonwovens producer in this important area and shows its commitment to partnering with its key customers and suppliers on these crucial initiatives to better the environment and world.

“We are committed to achieving leadership in sustainability in our industry,” commented Ronee Hagen, PGI’s CEO. “The world’s leading companies have embraced the sustainability challenge as a core operating principle and PGI will be no exception as a leading global nonwovens company.”

### **FREUDENBERG INCREASES PARTNERSHIP WITH BMW**

Freudenberg Filtration Technologies has expanded its partnership with BMW to supply micronAir cabin air filters for the 2009 BMW X5 Sports Activity Vehicle and X6 Sports Activity Coupe. FFT has supplied cabin air filter products to BMW since 1991 for the 3 Series, 5 Series and 7 Series vehicles.

micronAir’s particulate filter technology cleans the air entering the passenger cabin via the HVAC system by removing nearly 100% of pollen, road dust and other pollutants leading to an optimal cabin environment.

“We’ve been supplying filter products to BMW for more than 17 years and are pleased to be expanding our product offerings further to include our innovative micronAir cabin air filters on the BMW X5 and X6,” said Barry Kellar, president and CEO of Freudenberg Filtration Technologies. “BMW customers expect a high-performance driving experience, and we’ve enhanced that experience by providing them with premium air quality within the cabin.”

In addition to impressive air quality improvements in the cabin, micronAir cabin air filters are also environmentally-friendly and are the first and only automotive cabin air filters to receive Indoor Air Quality Certification by the Greenguard Environmental Institute, an industry independent, non-profit organization that conducts third-party certification of products for indoor air quality.

### **K-C FILTRATION UNVEILS FILTER MEDIA**

Kimberly-Clark Filtration has introduced a new filtration media that delivers MERV 13 performance for LEED Certified buildings. The media was developed in response to the U.S. Green Building Council’s (USGBC) standards for ASHRAE 52.2, MERV 13 filtration performance in LEED new construction and major renovation projects.

The new media, Intrepid 513H, can be used in two- and four-inch pleated filters that are suited for virtually any commercial HVAC system. Before this new media was introduced, most two- and four-inch pleated filters were limited to MERV 8 or MERV 11 performance, which provides less efficient capture of airborne particles than MERV 13 filters. Moreover, MERV 13 could only be achieved by pocket or rigid pleat-type filters, which were designated to run at high airflow pressures, beyond the capability of many existing air handling systems.

Kimberly-Clark’s Intrepid Filtration Media product line features low resistance to airflow, which means that HVAC system fans do not need to work as hard to deliver the required airflow to operate the system. This helps to reduce energy expenditures and cut greenhouse gas emissions, two key tenets of the LEED program. Careful selection of the right HVAC air filter can actually reduce costs in the long run, demonstrating that green buildings can be more cost-effective.

### **PATENT REVIEW**

#### **Filter device having a bi-directional valve**

U.S Patent US7481320

Company: NTZ Nederland BV

Inventors: Ciak, Kirk J.; Schaerlaeckens, Wilhelmus Petrus Maria

Abstract: One advantageous embodiment of the invention is a filter device for filtering a fluid and providing three or more substantially continuous directions of flow therethrough. The filter device includes a housing having an entry port and an exit port. The housing has a filter medium disposed therein for filtering the fluid that flows along a filtration-flow direction from the entry port to the

exit port. The filter medium has a bi-directional valve coupled thereto for selectively directing the fluid along a bypass-flow direction and a reverse-flow direction that is generally opposite to said bypass-flow direction. The bypass-flow direction extends from the entry port to the exit port in bypass of the filter medium. Also, the reverse-flow direction extends from the exit port to the entry port.

### **Water filtration system having removable filter panels**

U.S. Patent US7481925

Company: Gunderboom, Inc.

Inventor: Dreyer, Harold B.

Abstract: A water filtration panel and a system containing the same are disclosed. The water filtration panel include a substantially rigid frame having a first face, a second face, and an inner dimension; a sheet of fabric material that permits water to flow through, the fabric material being secured to the substantially rigid frame in a manner whereby substantially all water passing through the inner dimension of the frame passes through the fabric material; a sealing member connected to the first face of the substantially rigid frame; and an adjustable expansion member contacting the second face of the substantially rigid frame. Also disclosed is a retainer that is used to couple the fabric material to the substantially rigid frame.

### **Process for forming a laminate of a nanoweb and a substrate and filters using the laminate**

Pub. Number WO2008150548

Company: □DuPont

Inventors: Schelling, Antoine; Kohlio, Anil

Abstract: A process for forming a laminate of a low basis weight nanoweb and a substrate includes forming a nanoweb on the surface of a collection scrim, and subsequently bringing the nanoweb into contact with a substrate coated with adhesive. The laminate is suitable for use as a gas filtration medium.

### **Filtration process using microporous filter with a low elution antimicrobial source**

Pub. Number WO2008110172

Company: Vestergaard SA

Inventor: □Frandsen, Mikkel

Abstract: A method for filtration of fluid, primarily liquid, with fluid filtration device having a fluid inlet and a fluid outlet and a fluid path between the inlet and the outlet through a microporous filter with a pore size adapted for filtering bacteria or bacteria and virus by mechanical particle size separation. The filtration device comprises further an antimicrobial source adding antimicrobial substance to the fluid in the fluid path between the fluid inlet and the inlet surface of the microporous filter. The fluid filtration device is provided with a design flow through the device, the design flow assuring a proper filtration of the fluid flowing through the device with a cleaned fluid at the flow outlet. The antimicrobial source, for example a halogen source, is configured to release the antimicrobial substance at a low elution rate that is not high enough for killing

substantially all the microbes in the fluid during the time it takes the fluid to flow through the device at the design flow, but which is high enough for prevention of a biofilm in the long term.

### **THAT'S ALL, FOR THIS MONTH ...**

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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](mailto:mjacobsen@inda.org); 201-612-6601; Fax 201-612-6677.