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# e-Filter Newsletter

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Welcome to e-FILTER, sponsored by INDA, Association of the Nonwoven Fabrics Industry. 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.

## INDA NEWS:

### Five Companies Receive IDEA10 Achievement Awards

The IDEA10 Achievement Awards, which recognize the best new nonwoven and engineered fabric products introduced in the past three years, were presented in six different categories during a special ceremony on the second day of IDEA10 International Engineered Fabrics Conference and Exposition, April 28, 2010, in Miami Beach, Florida.

The IDEA10 Achievement Awards are co-sponsored by INDA, Association of the Nonwoven Fabrics industry and organizer of the tri-ennial IDEA Expo and Conference, and Nonwovens Industry magazine. They are presented to the leading new products in five separate categories – Equipment, Raw Materials, Roll Goods, Short-Life End Product and Long-Life End Product – as well as a special award in the Entrepreneur category.

Nominated by the industry and chosen by online voting earlier this year, the five winners were:

**IDEA10 Machinery/Equipment Achievement Award:**  
*ITW Dynatec: Vector™ Modular Metering Platform*

**IDEA10 Fibers/Raw Materials Achievement Award:**  
*Bostik: Relyance™ Adhesive*

**IDEA10 Roll Goods Achievement Award:**  
*PGI: Spinlace*

**IDEA10 Short-Life Converted Product Achievement Award:**  
*Henkel/Dial: Purex® Complete 3-in-1™ Laundry Sheets*

**IDEA10 Long-Life Converted Product Achievement Award:**  
*DuPont: Nomex® KD*



From left: Rod Zilenziger, Nonwovens Industry; Justin Broome, ITW; Hyun Lim, DuPont; Cornelius Bessler, Henkel; Susan Violette, PGI; Courtney Korselt, Bostik; Rory Holmes, INDA

In addition, an IDEA10 Entrepreneurial Achievement Award was presented to Fi-Tech, which in 2009 took the uniquely bold step of forming a joint venture company with Uwe Gaedike, and successfully completing the purchase of Oerlikon Enka Technica GmbH.



From left: Rod Zilenziger, Nonwovens Industry; Todd Bassett, Fi-Tech; Jeff Bassett, Fi-Tech

“IDEA10 is the only place this year that the entire industry is in one place at the same time and it is appropriate that the Achievement Awards be presented here because these companies and individuals have contributed greatly to the advancement of our industry,” said INDA president Holmes. “All of the finalists already have my thanks and appreciation for their contributions to our business in the past three years.”

Added Matt Carey, publisher of Nonwovens Industry, “Like our friends at INDA, we are proud to be able to recognize the companies and individuals that are responsible for the growth of this business and for the success of IDEA10 and of the nonwovens industry.”

In a special moment during the IDEA10 Achievement Awards event, Holmes recognized the accomplishments of former INDA Technical Director Cos Camelio, who passed away in May, 2008, shortly after retiring from the association. The IDEA Lifetime Achievement Award had been presented posthumously to Camelio’s wife, Phyllis, at a special event last year. Camelio has also been inducted into the Nonwovens Industry Hall of Fame.

The complete list of finalists in the five categories for the IDEA10 Achievement Awards:

The finalists:

#### EQUIPMENT

1. Elmarco: Nanospider™ Production Equipment
2. ITW Dynatec: Vector™ Modular Metering Platform
3. Teknoweb Srl: Futura Wet Wipes Converting Machine

#### RAW MATERIALS

1. Bostik: Relyance™ Adhesive
2. Kraton Polymers: MD6705 Stretch Technology
3. Tredegar: FlexFeel™ Elastic Laminate

ROLL GOODS (four finalists selected due to a tie in the selection voting)

1. Ahlstrom: Disruptor® nonwoven water filter media
2. Hollingsworth & Vose: Capaceon™ filter media
3. PGI: Spinlace Nonwoven
4. Sandler AG: sawasorb® exterior

#### SHORT LIFE CONVERTED PRODUCT

1. Henkel/Dial: Purex® Complete 3-in-1™ Laundry Sheets
2. Procter & Gamble: Always Infinity feminine hygiene pad
3. S.C. Johnson: Windex™ Outdoor All-in-One Cleaner

#### LONG-LIFE CONVERTED PRODUCT

1. DuPont: DuPont Nomex® KD
2. OMNOVA Solutions: Ecore™ Advanced Wall Technology
3. TenCate: TenCate GeoDetect®

**IDEA13**  
International Engineered Fabrics Conference & Expo

For information on IDEA13 International Engineered Fabrics Conference and Exposition, April 23 - 25, 2013, Miami Beach Convention Center, Miami Beach, Florida USA: [www.inda.org](http://www.inda.org).

## INDA Now Accepting Nominations for 2011 Visionary Award

As the prestigious Visionary Award program prepares to celebrate its tenth anniversary next year, the nomination process for the 2011 Visionary Award is now open to the global nonwovens and consumer products industries.

INDA, Association of the Nonwoven Fabrics Industry, which sponsors the annual award, will be accepting nominations through September 1. First presented in 2002 at the inaugural Vision Consumer Products Conference in New Orleans, Louisiana, the award recognizes consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing process. The 2011 Visionary Award will be presented at the Vision 2011 Consumer Products Conference, which moves to the West Coast and will be held January 10-12 at the Four Seasons Aviara in North San Diego, California.



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

The process and criteria for the 2011 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 2009-2010.
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 products, adult incontinence products, household wipes and home filters, among others.

The nominees will be reviewed by an INDA selection committee and finalists will be selected to make presentations at the Vision 2011 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 2011 Consumer Products Conference.

Last January at the Vision 2010 Consumer Products Conference in New Orleans, the environmentally-friendly Regenerated Cotton Wipe from Rockline Industries was named the recipient of the 2010 Visionary Award.

Previous recipients of the coveted Visionary Award include Ahlstrom's Disruptor™ nonwoven water filter media (2009); Kimberly-Clark's SpaSentials 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).

Industry members may nominate a product at the INDA website – [www.inda.org](http://www.inda.org) – and following the links to the online submission form. Products can also be nominated by emailing an explanation of the product to Michael Jacobsen, Visionary Award Coordinator, [mjacobson@inda.org](mailto:mjacobsen@inda.org). Samples of the product should also be sent to Michael Jacobsen, INDA, 37 Page Drive, Oakland, NJ 07436 USA.

Call 201-396-7005 with any questions. For more information on the Vision 2011 Consumer Products Conference, visit [www.inda.org](http://www.inda.org).

## Inaugural RISE Technical/Marketing Conference to Feature Workshop on Innovation and Profitability

Bridging market needs and innovative applications is the focus of the inaugural Research, Innovation & Science for Engineered Fabrics (RISE) Conference, which will take place September 20-23 in Baltimore, Maryland.

Organized by INDA, Association of the Nonwoven Fabrics Industry, RISE will provide information and stimulation for innovation in all aspects of the development, production, marketing and sales of disposable and durable nonwovens and engineered fabrics to help companies compete in the ever-changing 21st century marketplace.

Among the world-class speakers at RISE are:

- Chuck Pelly, the legendary designer of BMW's X5 and 3-Series, who will speak on the decision-making process all auto designers use and incorporating nonwoven fabrics into the decision-making tree.
- John Wilbanks, of Creative Commons-GreenXchange, who will speak on harnessing the power of collaboration through Nike's digital platform for sharing sustainability innovations on a global scale.
- Karl-Michael Schumann, former Senior Executive with Procter & Gamble and now an

independent Innovation Advisor and Coach. His presentation will explain on how buy-in from both management and R&D teams is key for a successful corporate innovation program.

One of the highlights of RISE will be a special workshop on "Leveraging Innovation to Drive Profitable Growth." The agenda includes discussions on Innovation and Inventions, descriptions of 10 types of innovation and examining the characteristics of innovation leaders. Another highlight of the workshop will be sessions on "Suggestions for an Innovation Engine" and "Innovation Exercise."

The target audience for the premier event ranges from product managers and technical sales and marketing executives to product engineers, purchasing managers and research engineers at both consumer and industrial products companies.

"An important focus of RISE will be the use of nonwovens and engineered fabrics in emerging markets, specifically in green energy and sustainability," says INDA President Rory Holmes. "In addition, RISE will focus on markets as diverse as hygiene and automotives, as challenging as construction and as innovative as consumer products," "In addition,

As with all INDA events, networking among suppliers and customers will also be a key component of RISE, Holmes adds. "RISE will facilitate the sharing of ideas and strategies that will drive our industry as a whole into the future," Holmes adds. "It is about the business moving forward together for the benefit of all individuals and companies."

Registration for the full RISE Conference and Workshop for INDA members is \$1,000 before August 15 (\$1,200 after August 15.) For non-members, registration is \$1,400 before August 15 (\$1,680 after August 15). Separate registration packages are also available for the Workshop only and for the Conference only.



For more information on the Research, Innovation & Science for Engineered Fabrics (RISE) Conference: [www.inda.org](http://www.inda.org).

## FILTRATION INDUSTRY NEWS:

### Meltblown Absorbent Devices Helping Keep Oil at Bay in Environmental Crisis

As subsea efforts continue to focus on stopping the flow of oil in the Gulf of Mexico as well as containing the flow of oil at the source, government officials and industry experts continue to test methods to minimize damage to the environment. Among the many materials and devices being deployed to handle the crisis are devices known as absorbent booms, made from polypropylene nonwovens. The exterior is a five-foot-long nonwoven tube made in an 8 to 12-inch diameter that is stuffed with various polypropylene materials, including meltblown nonwovens, and covered with netting.

“The reason for the use of polypropylene is because its specific gravity is lighter than water so the booms will float on

the water’s surface,” explained Ian Butler, director of market research for INDA, Association of the Nonwoven Fabrics Industry. “Plus, polypropylene has an incredible affinity for oil to the extent that once the boom comes in contact with oil, it will displace the water that has moved into the boom’s interior. The technology uses meltblown polypropylene as the oil absorbent because the meltblown fiber diameter is extremely fine and cumulatively presents a large surface to attract and hold onto the oil.”

Producers of these devices are reporting that demand for these materials is by far outweighing supply, so much so that the absorbent booms, which are generally stuffed with scrap meltblown materials, are soon

going to be stuffed with first-grade materials. This will drive costs, which have already tripled in the last month, even higher.

These floating booms are being used to keep the leaking oil from reaching the shore. Officials estimate that 5000 barrels of oil per day are pouring out of the leak, which stems from an April 20 explosion aboard the Deepwater Horizon, a drilling rig leased by the oil company BP, that killed 11 crew members and caused the tanker to sink about 50 miles off the Louisiana coast.

For more information on nonwoven technology aiding in containing the Gulf oil spill, visit [www.inda.org/sorbents](http://www.inda.org/sorbents).

### NSC-Fibertex Continue Progress in South Africa, Czech Republic



In 2010, Fibertex established Fibertex South Africa (Pty) Ltd. together with Safyr (South African Fibre Yarn Rugs Pty Ltd.) a local South African partner to manufacture and market needlepunched products.

The manufacturing plant is located near Durban and has a high-tech, state-of-the-art and competitive production system with a view to make primarily geotextiles for road works, but also products for the growing South African automotive industry. Furthermore,

the new nonwoven facility will also target applications in many industrial applications such as furniture, bedding, filtration and the automotive industry.

For its South African operation, Fibertex has purchased a new needling line from NSC nonwoven.

The wide production line includes the weight ProDyn control system with card, crosslapper, drafter and needlelooms.

During the recent IDEA show in Miami, Fibertex finalized the purchase of another ProDyn line from NSC nonwoven together

with needleloom equipment for its plant in the Czech Republic. This is the fifth ProDyn line for the Fibertex group. The investment also features the IsoProDyn system for ideal tensile strength uniformity across the fabric width.

## Biax, Reicofil Unveil Cooperation



Reicofil and Biax-Fiberfilm announced a new collaboration at IDEA10. The two companies signed an agreement cooperation

concerning meltblown technology in February to develop a line technology offering a perfect process at all times.

The Reicofil technology works with air laterally blown onto the complete row of boreholes while the Biax technology enables air to be blown around the circumference of each individual filament. The difference between these two processes has a significant effect

on filament strength, porosity, hydrohead and filter separation degree of the meltblown fabric. The two companies are working to combine their technologies to offer the highest possibility to cover a broad spectrum of applications. Reicofil customers will be able to retrofit their existing lines with the switchover technology in a process that takes about two to four days.

## Consolidated Fibers Forms Division



Consolidated Fibers, a supplier to manufacturers in the hygiene, medical,

filtration, automotive, furniture and home textiles, is establishing an International and Technical Fibers division. The new division will initially focus on supplying

staple and continuous filament fibers to Latin America.