



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:

VISION 2012 Conference Returns to New Orleans in January

A far-ranging program that will focus on topics as diverse as Health Care Reform, Global Aging and Sustainability will highlight the VISION 2012 Consumer Products Conference, January 23-26, 2012 at Hotel Intercontinental in New Orleans, La.

Celebrating its 11th consecutive year as the most important conference bringing together the worlds of consumer products and nonwovens, the VISION Consumer Products Conference, which is organized by INDA, will once again focus attention on the role of nonwovens in consumer products ranging from diapers, feminine hygiene and incontinence products to home air filters, facial products, dryer sheets, cleaning products, packaging and more.

"For the past decade the VISION Consumer Products Conference has kept the nonwovens and consumer products industries ahead of the curve on the trends that impact the business world-wide," says Rory Holmes, President of INDA. "At VISION 2012 some of the world's most well-respected experts on consumer products and nonwovens will educate attendees on the topics that will

now drive our industry for the next 10 years."

Among the program highlights of Vision 2012:

* A special INDA Kick-off reception will be held Monday, January 23, at world-famous Pat O'Brien's on Bourbon Street. Attendees are invited to join the INDA staff to mingle with other attendees and sample Pat O'Brien's specialty drink – the Hurricane.

* A session on "The Global Economic Outlook & Macro Trends — Slow Growth Is Better Than No Growth At All" will feature well-known economist Jim Smith, Chief Economist at Parsec Financial Management. Smith, who is on the forecast panels of The Wall Street Journal, USA Today, Bloomberg News and Business Week, will debunk the negative media coverage on the global economy's prospects and reveal the brighter side of the global economic outlook.

* A session on the "Top Five Trends Retail Trends for 2012: An Economic Overview," will be presented by Daniel Butler, the National Retail Federation's VP-Merchandising & Retail



Operations. Butler will inform attendees of what to expect on retail shelves and marketing in the coming year.

* "Health Care Reform: What to Expect in the Days Ahead." In this topical presentation by Jessica Franken, Director of Government Affairs at INDA, attendees will learn more about how some of the Health Care Reform changes stand to affect the industry and their business in the near future.

* "How Global Aging Will Reshape the Economy of the 21st Century," presented by Richard Jackson, Director & Senior Fellow-Global Aging Initiative, Center for Strategic & International Studies. Jackson will explore the economic, business, and financial market implications of the coming global age wave, which promises to affect everything from fiscal balances and economic growth rates to market structure and business psychology.

VISION 2012 Conference (Continued from page 1)

* "Incontinence Products: A Paradox of Choice," presented by Tom Wilson, Co-Founder, The CareGiver Partnership. The disposable incontinence category continues to boom today fueled by 10,000 new boomers turning 65 every day. Wilson will focus on the challenges and opportunities for nonwovens and consumer products in this segment.

* A "Disposable Diaper Market Update" from Carlos Richer, Principal, Richer Investment, will take a global look at the diaper world — where is it growing, where is it shrinking, and the expected volume of diapers in the next decade.

* A session on "Technology, Marketing & Sustainability Trends" will feature presentations on "Marketing Strategies for Mature Consumers," by George Moschis, Alfred Bernhardt Research Professor & Director of the Center for Mature Consumer Studies, Georgia State University; and a session on "The Primacy of Positioning," from Timothy Greiner, CEO, Pure Strategies.

* Closing VISION 2012 will be a morning session on "Raw Materials: The Present & The Future." It will feature presentations on "Biopolymer Technology Trends & Forecast" from Edward Glatzer, Director of Commercial Development, IHS/CMAL; "Biobased Polypropylene," from Mark Mendelson, Marketing and Product Portfolio Manager, Braskem America; and "The Future of Superabsorbents," from Patricia Brown, Technical Service Representative, BASF.

In addition to the Kick-off Reception at Pat O'Brien's, there will be expanded networking opportunities at VISION 2012 with two nights of Table-top Displays and Networking Receptions. Vendors from the complete nonwovens/consumer products value chain will showcase their products during the Table-Top Displays and Receptions, making it an ideal opportunity to reach current and potential new customers from around the world.

After a successful debut at VISION

2011, the well-received "Speed Networking" session will also return. Described as "compressed networking in a low-pressure environment," Speed Networking provides attendees with three minutes to talk and share business cards with a fellow attendee before moving on to make another connection. Space is limited and pre-registration is required.

A special event during VISION 2012 will be the inaugural Second Harvest Volunteer Opportunity on January 26. INDA will thank its gracious host city by inviting VISION attendees to join the INDA staff for an afternoon of community service. INDA will provide transportation to Second Harvest, a regional food bank, to sort, box and repackage donated food to be directed to hungry families throughout New Orleans. Afterwards, volunteers will be INDA's guest for dinner and an evening of jazz.

To register online go to www.inda.org/events/vision12/, or call INDA at 919-233-1210.

Nominees for 2012 Visionary Award Announced

Once again a highlight of VISION 2012 will be the presentation of the prestigious 2012 Visionary Award, created to recognize the most innovative use of nonwoven fabrics used in a consumer product. Finalists will make presentations to VISION 2012 attendees, who will then vote on the recipient of the 2012 Visionary Award. The recipient will be announced on the final day of Vision 2012.

The four finalists are:

1. BandZorb Disposable Headwear Liners, from BandZorb LLC. The patent pending BandZorb Headwear Liners are self-adhesive, antimicrobial, absorbent, eco-friendly disposable bands that are sold in two

sizes to fit virtually all visors, caps, hats, and helmets.

2. IntelliDent Toothbrush Holder, from E4 Technologies. IntelliDent is made from an SMS nonwoven that is slit and ultrasonically welded to form a pocket for a toothbrush. Each breathable, quick drying IntelliDent shield blocks surface and airborne microbes as it wicks moisture away from brush bristles, creating a cleaner, healthier environment for the toothbrush.

3. O'Cedar ProMist Disposable Floor Cleaning Pad, from Tietex International. This nonwoven composite incorporates airlaid nonwoven, spunbond nonwoven and film roll goods stitchbonded using microfiber

and "scrubby" yarns. The two yarns are bonded in such a fashion that loops are created on the "A" surface and the combination of microfiber and scrubby loops provide exceptional floor cleaning performance.

4. Stomp 'N Go® Stain Lifting Pad, from Bissell Homecare. Stomp 'N Go is a stain-lifting pad that removes carpet stains with a single "stomp." The user simply places one of the pre-moistened pads onto the spot, gives it a good stomp, and then watches as the stain begins to absorb into the pad. Stomp 'N Go pads use an oxy-based formula to lift and remove most spots and stains within 30-minutes.

Filter Companies Can Now Take a CAB

Recognizing a need for an inclusive conference to service the needs of multiple production and bonding technologies, INDA will hold the inaugural Converting and Bonding (CAB) Conference from April 17-19, 2012 at the Hyatt Regency in Greenville, S.C.

The Converting and Bonding Conference will expand on the reach – and take the place of – INDA’s successful Needlepunch Conference, which has been held on a regular basis the past few years. The new Conference will encompass a range of nonwoven bonding technologies, including needlepunch, chemical, spray, foam, powder, stitch, thermal, through-air and ultrasonic.

“The industry uses multiple nonwoven bonding technologies, but only needlepunch had a venue for education and networking,” explains INDA President Rory Holmes. “To

continue to offer economic opportunities for the industry as a whole we expanded the Needlepunch Conference to include an all-in-one venue. We expect CAB to be a valuable resource for a wide range of nonwovens producers and their customers.”

In addition, by including converting as an important part of CAB, INDA looks to attract a larger, more diverse audience looking for information on and solutions for their bonding and converting needs. The target audience for CAB includes roll goods manufacturers, converters and end product manufacturers for automotive and packaging applications.

While the agenda is still being finalized the sessions and topics at CAB will include:

- Tutorials on bonding and converting

- Medical, military and alternative energy market updates
- Technical sessions on machinery innovations
- New chemical applications
- Innovations in thermal bonding
- Converting applications using ultrasonic, coating, laminating, water jet and laser technologies
- Market opportunities and applications in geotextiles, building/construction and protective barriersMarket influences, ranging from sustainability, innovation, raw materials and government affairs.

Like all INDA conferences, CAB will also provide ample time for networking, with multiple receptions and Table-top events scheduled to bring attendees together in a more informal setting.



FILTRATION INDUSTRY NEWS:

Rockline Manufacturing Site Achieves ‘Zero-Landfill’ Status

Reaching a long-stated “green” goal, Rockline Industries, a manufacturer of wet wipes and coffee filters, has reached “zero landfill” status at its manufacturing facilities in Springdale and Booneville, Ark.

Through its partnership with Marck Recycling, all waste leaving Rockline’s two Arkansas facilities is being diverted from conventional landfills and is either recycled or incinerated for energy recapture. The waste-to-energy incineration will provide power to both residences and businesses in Tulsa.

Overall, Rockline estimates that 4,000 tons of solid waste will be diverted from landfill every year. The zero-landfill initiative will help Rockline meet its aggressive goal of reducing its landfill rate — the percentage of solid waste sent to landfill — by five percentage points by 2015.

“Over the past three years, Rockline has proven its commitment to environmental sustainability through a number of initiatives. By taking our Arkansas facilities to zero landfill, we have reinforced this commitment,” says Nick Santoleri, Rockline’s

VP-global wet wipes manufacturing. “But zero landfill is only the first step in dealing with the solid waste our facilities generate, and we will continue to focus our efforts on eliminating waste at its source.”

The landfill reduction goal is one of the many objective, quantifiable targets that Rockline has set as part of its corporate environmental sustainability program. Rockline also has goals for reducing its greenhouse gas emissions, energy use, wastewater, solid waste, landfill rate, and transportation emissions.



FDA Gives Kimberly-Clark Approval for Child's Face Mask

The Food and Drug Administration (FDA) recently gave clearance to Kimberly-Clark Health Care (KCHC) to market its Child's Face Mask, marking the first time that the FDA has granted any manufacturer 510(K.) clearance for a pediatric face mask and establishing the product with the designation of a Class II medical device.

The Child's Face Mask is a single-use device that is intended to be worn by children ages 5-12 to provide protection for the respiratory tract, and has been specifically designed to fit small faces to maximize effectiveness, comfort and compliance.

The FDA says performance tests reviewed by the agency showed that air flow and filtering ability of the mask were appropriate for children. The mask includes specific fitting instructions for the

adult who assists the child in using the device.

Featuring colorful Disney characters on its outer-facing panel to create familiarity and appeal, the mask is intended for use in healthcare settings such as waiting areas and exam rooms to protect children who may be at increased risk for infection. These include children who are already ill, immuno-compromised, displaying flu-like symptoms, potentially contagious while visiting a patient family member, or having a routine check-up during flu season or a pandemic outbreak. According to the Centers for Disease Control and Prevention (CDC), even patients with undiagnosed respiratory symptoms should be asked to wear a face mask in the waiting room.

"Children are among our most vulnerable patients, and product design that reflects their unique physical and emotional characteristics can make a significant difference in our collective efforts to reduce the spread of infection," says Jay Hexamer, general manager, North America Medical Supplies, Kimberly-Clark Health Care.

"Children are not small adults," adds Susan Cummins, chief pediatric medical officer in the FDA's device division. "This pediatric face mask helps fill an unmet need for medical devices that are specifically designed for children's unique anatomy and growing bodies."



Amiad Awarded New Project in Korea

Amiad, a global producer of water treatment and filtration solutions, has entered into an agreement for the next stage of a water filtration project with one of South Korea's largest steel factories. This new agreement is worth \$2.85 million and is expected to be implemented in 2012. This agreement follows the successful completion of the initial two phases of the project, valued at approximately \$3 million, that were carried out between 2007 and 2011.

As part of the project, Amiad will install its microfiber filtration system

in order to treat wastewater and protect the factory's reverse osmosis membranes. Traditional methods use a large amount of chemicals and energy to pre-treat the water to remove dirt and other impurities, which are harmful to the reverse osmosis membranes. Amiad's microfiber filtration process, however, is chemical- and polymer-free, and designed to provide continuous performance even under difficult water and weather conditions.

The solution to be integrated within this stage of the project is a filtering

technology using microfibers, which enables Amiad to offer finer filtration that meets the standards set by membrane manufacturers; the standard for drinking water; and standards for tertiary treatment of wastewater. The technologies provided by Amiad Water Systems offer a clean filtration solution for all water sources, while ensuring savings in energy and space, and a limited use of rinse water and need for maintenance.



Ahlstrom Opens India Filtration Warehouse

Ahlstrom has taken another step in expanding in Asia by setting up a warehouse facility for its Filtration Business Area in the Indian state of Maharashtra. The investment will allow Ahlstrom to better serve its customers in India and shorten lead times in the fast growing local market.

Ahlstrom will mainly supply transportation filtration material, but also gas

turbine and dust collection filtration markets through the warehouse. "This is another firm step in executing our growth strategy in Asia. Last year we acquired a filtration materials plant in China and now we are targeting India. We are happy to be able to grow together with our customers," states Tommi Björnman, executive VP-filtration business area.

Filtration accounts for about 20% of

total net sales at Ahlstrom. The business area operates 11 plants worldwide, including Binzhou in China and Hyun Poong in South Korea.



PGI Using Submicron Fibers for Filtration, Other Industries

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