

# 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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***In This Issue:***

## **INDA EVENTS/NEWS**

**MARK YOUR CALENDARS: FILTRATION 2007 RETURNS TO THE WINDY CITY**

**FILTER PRODUCTS VYING FOR IDEA07 ACHIEVEMENT AWARDS**

**IDEA07 IS 95% SOLD OUT**

## **INDUSTRY NEWS**

**AMERICO EXPANDING MANUFACTURING FACILITIES**

**BOREALIS ADDS MELTBLOWN LINE**

**NEW REPORT SEES INCREASED DEMAND FOR CABIN AIR FILTERS**

**DONALDSON EXPANDS GLOBAL DISTRIBUTION CAPACITY**

**AHLSTROM INVESTING IN FILTRATION UNIT**

**GE FILTRATION TECHNOLOGY RECEIVES CERTIFICATION**

## **PURONICS OPENS FACILITIES IN CALIFORNIA**

## **FREUDENBERG CITES PARTICULATES LINK WITH DISEASE**

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### **INDA EVENTS/NEWS**

#### **MARK YOUR CALENDARS: FILTRATION 2007 RETURNS TO THE WINDY CITY**

The world's most important filtration event this year will bring together thousands of buyers and exhibitors for three days filled with buying, selling and learning. The FILTRATION 2007 INTERNATIONAL CONFERENCE AND EXPOSITION will be held November 13-15, 2007 at Navy Pier in Chicago, IL

Exposition • November 14-15, 2007  
Conference • November 13-15, 2007

For more information: [www.inda.org](http://www.inda.org)

#### **FILTER PRODUCTS VYING FOR IDEA07 ACHIEVEMENT AWARDS**

A total of 15 of the most innovative, successful new products in the nonwovens and engineered fabrics industries of the past three years – including a number of filter products and technologies – have been nominated as finalists for the prestigious IDEA07 Achievement Awards. The finalists were selected from hundreds of submissions in five categories and the winners will be announced during the IDEA07 International Engineered Fabrics Conference and Expo, April 24-26, 2007 in Miami Beach, Fla.

The IDEA07 Achievement Awards, co-sponsored by INDA and Nonwovens Industry magazine, recognize the leading new products in five categories – Short-Life End Product, Long-Life End Product, Roll Goods, Raw Materials, and Machinery/Equipment – in the global engineered fabrics industry that have been introduced since IDEA04. The Achievement Awards have been presented at every IDEA Show since 2001 and have become a measure of success for suppliers along all links of the industry's supply chain.

The industry will select the recipients in each category through online voting through March 10 at both [www.nonwovens-industry.com](http://www.nonwovens-industry.com) and [www.inda.org](http://www.inda.org).

The finalists:

#### ***Short-Life End Product***

Huggies Pull-ups with Cool Alert, Kimberly-Clark  
Swiffer Deep Ridges, Procter & Gamble  
Love'N Sanitary Napkin/Panty Liner, Baby/Feminine Care Wipes, WIP srl  
(Wellness Innovation Project)

### ***Long-Life End Product***

HEPA Membrane Filters made with DuPont Teflon, APC Filtration  
Eco-Logix Carpet Cushioning System, Shaw Innovation Flooring Systems  
GeoPleat Air Filter, Filtration Group

### ***Roll Goods***

SpectraMax, CEREX Advanced Fabrics  
Hybrid Membrane Technology, DuPont  
Coated glass fiber-based nonwoven, Owens Corning

### ***Raw Materials***

Dur-O-Set Elite Ultra binder technology, Celanese  
Sorona Polymer, DuPont  
Fortrel Wellcare ADM, Wellman

### ***Machinery/Equipment***

Quik-Set Automatic Positioning Systems, Dienes  
Twin Crown Needle, Foster Needle  
Cheetah Folders, S&S Specialty Systems Inc.

For more information on IDEA07 International Engineered Fabrics Conference and expo, go to [www.inda.org](http://www.inda.org).

For more information on Nonwovens Industry: [www.nonwovens-industry.com](http://www.nonwovens-industry.com)

### **IDEA07 IS 95% SOLD OUT**

With two months remaining before it opens its doors in late April, the IDEA07 International Engineered Fabrics Exposition and Conference is almost completely sold out. A combination of more exhibitors from outside of the U.S., larger booth space reserved by returning exhibitors and companies coming to IDEA for the first time will make IDEA07 one of the largest U.S. nonwovens/engineered fabrics industry events in history.

IDEA07 will take place April 24-26 at the Miami Beach Convention Center in Miami Beach, Fla.

INDA, the organizer of the triennial IDEA trade show, reports that booth sales have exceeded expectations and the show floor is now 95% sold out. More than 350 companies have already reserved booth space for the three-day event.

“Based on the strength of the global engineered fabrics business and the successful track record of past IDEA trade shows, we always have very high expectations for participation in IDEA07 and we are ahead of all projections at this point,” reports INDA President Rory Holmes.

While stressing that there is still time for companies to reserve remaining space at IDEA07, Holmes is hoping that the trade show will be sold out for the first time in its more than three decade history.

Holmes adds that IDEA07 will also see increased international exhibitor participation, with an estimated 40% of the more than 350 exhibitors coming from outside of the United States. "This speaks well of the international acceptance and the importance of IDEA07 to the worldwide engineered fabrics business," he says.

INDA is also expecting close to 7,000 attendees to visit Miami Beach for the three-day event, making it the largest and most important engineered fabrics and nonwovens industry event of the year.

## **INDUSTRY NEWS**

### **AMERICO EXPANDING MANUFACTURING FACILITIES**

Americo Manufacturing, a producer of filter media, pads and geotextiles, has expanded its manufacturing capabilities with a new production line at its Acworth, GA facility. The company also has a manufacturing facility in Cartersville, GA and a distribution facility in Los Angeles, CA. By expanding its production capabilities, Americo says it is able to focus on satisfying customer demand while gaining competitive advantages.

### **BOREALIS ADDS MELTBLOWN LINE**

Borealis says it will install a polyolefin meltblown pilot plant at its Linz, Austria facility. "The meltblown industry requires step-changes in the performance and processing properties of the materials it uses to expand the potential of nonwovens," says Nina Ackermans, application marketing manager at Borealis. "The in-house pilot line will make small-scale testing of a large number of samples economically viable," Borealis says. Polyolefins for the meltblown industry are used mostly in hygiene applications, such as diapers, medical and protective clothing, and air and water filtration applications.

### **NEW REPORT SEES INCREASED DEMAND FOR CABIN AIR FILTERS**

Frost & Sullivan recently published a report called "North American Cabin Air Filters Aftermarket," which provides an overview of the market size, drivers, restraints, and trends influencing the market. The study also includes an in-depth analysis of the competitive structure and market shares of companies in this space.

The growing concern about the impact of pollutants on passengers is expected to drive the North American cabin air filters (CAFs) aftermarket. Revenues for the aftermarket are likely to be generated mainly from truck and car owners that annually replace the CAFs in their vehicles. Integrating the replacement of CAFs with routine maintenance procedures such as oil changes can drive the aftermarket without a corresponding change in the installed base, states the analyst of this research service.

However, market development is limited due to low consumer awareness. To achieve significant growth rates, manufacturers can proactively educate distributors as well as installers that can in turn educate vehicle owners about the maintenance needs for CAFs. This can be accomplished through sales training, consumer-oriented websites, and installation instructions to help

service technicians locate the filters and change them in real time, remarks the analyst.

Although the CAF aftermarket in North America is yet to achieve its full potential, there are considerable growth opportunities for manufacturers and distributors since most vehicle owners are concerned about the quality of air in their vehicle cabins. Currently, automotive majors in the region offer CAFs as an option only in select models. Cars and trucks are not factory equipped with CAFs due to cost as well as space constraints, and this situation is not likely to change immediately.

Nevertheless, the number of vehicles that carry the filters is likely to increase gradually due to greater sales of imported products. Growth rates are expected to accelerate as automakers respond to consumers' preferences for interior cabin filtration, which is available in imported vehicles, notes the analyst.

For more information, visit [www.researchandmarkets.com/reports/c51021](http://www.researchandmarkets.com/reports/c51021).

#### **DONALDSON EXPANDS GLOBAL DISTRIBUTION CAPACITY**

Donaldson Company recently opened four distribution centers after discussions with customers identified the need for additional product distribution abilities. As a result, new distribution capacity was added in Belgium, Indiana, South Africa, and Mexico.

The new 230,000-square-foot facility in Brugge, Belgium is enhanced by state of the art systems that allow for lean distribution services. Donaldson began shipping out of the Belgian center in November.

The expanded Rensselaer, IN facility is Donaldson's largest U.S. distribution center. The Indiana location has been expanded by 50% to 600,000 square feet, which will address the growing demand for replacement parts from U.S. and Canadian customers.

Donaldson's new Johannesburg, South Africa facility opened in September. This 90,000-square-foot facility was built to support customers in South Africa, as well as, sub-Saharan Africa.

A new 72,000-square-foot distribution center opened in Aguascalientes, Mexico in November. This facility will support customers in Mexico and Latin America.

#### **AHLSTROM INVESTING IN FILTRATION UNIT**

Ahlstrom Corporation recently announced a significant investment in a new dry laid nonwovens line to serve the North American air filtration market. Located at its Groesbeck, TX, facility, the line is expected to be running early next year. Production from the new line will focus on the Heating, Ventilation and Air Conditioning (HVAC) filter media market in North America, specifically for the medium efficiency range.

In other news, according to media reports Ahlstrom has signed an agreement to buy Fabriano Filter Media SpA, Sassoferrato, Italy. Fabriano is a manufacturer

of microglass filter media, serving mainly the high efficiency air filtration market. The transaction complements Ahlstrom's air filtration portfolio, increasing the medium efficiency product offering and giving the company access to the growing markets for high efficiency products. The transaction includes one manufacturing plant and 32 employees.

### **GE FILTRATION TECHNOLOGY RECEIVES CERTIFICATION**

GE Energy's PulsePleat filtration technology has received ecomagination certification after completing the company's rigorous environmental and operational evaluation. It was cited as one of a number of successful GE projects during the formal launch of GE's ecomagination program in New Delhi, India.

Ecomagination is GE's commitment to address challenges such as the need for cleaner, more efficient sources of energy, reduced emissions and abundant sources of clean water. GE Energy's environmental services team provided metrics to demonstrate that PulsePleat offered significant and measurable performance advantages.

Fabric filtration is used to capture particulate matter (fine dust) created by different manufacturing processes to help prevent air-polluting emissions. The technology is used by more than 50 industries globally, by utilities and in the cement, metals, food, pharmaceutical and chemical industries.

PulsePleat Pleated Filter Elements are a replacement upgrade to conventional filters, requiring minimal or no retrofitting to existing baghouses. Customers using PulsePleat Pleated Filter Elements have seen significant improvement in performance, cost and ecological impact when compared to traditional filter bags. The filters are manufactured in GE's facilities in Switzerland, China and Salisbury, MO, U.S.A.

In a standard manufacturing plant, PulsePleat filters last four times longer than standard filters. Over a three-year period, this results in a filter material savings equivalent to 99,531 lbs. of polyester material, 4,977 barrels of oil (used as an ingredient in 99,351 lbs. of polyester) and waste that would be generated by 22,672 people daily in the United States.

### **PURONICS OPENS FACILITIES IN CALIFORNIA**

Purronics, which acquired the Ionics Consumer Water Group in January, 2006, has consolidated its manufacturing facilities at a new plant in Livermore, CA. Ionics previously manufactured its products at a Canonsburg, PA, plant. The new facility can produce more than 200,000 water systems per year. At the same time Puronics has also opened up a distribution center in Cincinnati, OH to serve its East Coast dealers.

### **FREUDENBERG CITES PARTICULATES LINK WITH DISEASE**

While it's long been known that airborne particulates can contribute to heart and lung disease, a recently published medical study from the University of Washington – based on data collected for the Women's Health Initiative – has

indicated that women, especially post-menopausal women, appear to be at higher risk for air pollution-induced heart problems.

Now consider that when driving in traffic, the air coming into a vehicle's cabin can contain up to six times the concentration of pollutants compared to the ambient air around the vehicle. With those facts in mind, it's no surprise that many vehicles are equipped with a cabin air filter to prevent these contaminants from entering the vehicle.

"By preventing contaminants from entering a vehicle's cabin, a micronAir cabin air filter helps to maintain the health of passengers, especially women and people with allergies, asthma and other upper-respiratory ailments," says Barry Kellar, VP & GM, Freudenberg Nonwovens Filtration Division. "With people spending an increasing amount of time in their vehicles, the presence of a functional cabin air filter becomes even more important."

According to Kellar, many Americans don't even know that their vehicles are equipped for cabin air filters or that the filters need to be replaced at least once a year or every 10,000 miles in order to function properly.

The company's micronAir cabin air filter line includes particle filters -- which are engineered to trap dust, pollens, bacteria and soot particles as small as .5 microns -- and combi-filters -- which add a layer of activated carbon to capture harmful smog, exhaust gases and unpleasant fumes whose particles are as small as .01 microns (1/5000th the width of a human hair).

In North America, the micronAir cabin air filter organization offers replacement cabin air filters for more than 135 different models of cars and trucks in North America. To see if there's a micronAir cabin air filter for your vehicle, check your vehicle's owner's manual, or visit the micronAir website at [www.micronair.us](http://www.micronair.us).

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