



News

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Message from the INDA President

In This Issue

INDA Members Fight
a Good Fight to
Oppose California
Bill that Bans
Flushable Labeling

Page 1

Rayon Duty
Suspension Bill
Delayed Yet Again -
This Time by House
Republican Earmark
Ban

Page 2

President Obama
Signs Health Care
Reform into Law

Page 3

White House,
Lawmakers Push
Home Energy
Efficiency Rebate
Program

Page 3

EPA "Wiper Rule"
Moves One Step
Closer to the Finish
Line

Page 4

continued page 2

INDA Members Fight a Good Fight to Oppose California Bill that Bans Flushable Labeling



Rory Holmes,
INDA President

In February, 2010, Jared Huffman, California Assemblyman, introduced a bill that would prohibit a manufacturer from labeling any product as flushable. The bill was introduced because

Wastewater Treatment facilities in California are experiencing clogging problems.

INDA had a special interest in this bill because some members make flushable products and we spent many years developing Flushability Guidelines that include tests to evaluate the flushability of a product.

Upon learning of the bill, INDA took immediate action by initiating dialogue with Huffman's office and organizing a

subcommittee of the Flushability Committee plus lobbyists from member companies. In weekly teleconferences and hundreds of emails, the group strategized and wrote opposition letters to Huffman and the California Assembly Committee, Business, Professions and Consumer Protection, where the bill would be first considered. Our opposition pointed out that the bill would not prevent problems at the Wastewater Treatment Facilities because, in our experience, these problems usually were caused by consumers flushing non-flushable items. Passage of the bill and prohibiting a flushable label on packaging would only further confuse the consumer. We offered to send a technical team to work with the Wastewater Treatment Facilities to identify the problems and non-legislative solutions, e.g., consumer education.

A week before the Business, Professions and Consumer Protection Committee considered the bill, Huffman amended

In This Issue

continued

IDEA10 Brought World of Engineered Fabrics to Miami Beach

Page 4

Nominations Now Being Accepted for Two INDA Lifetime Awards

Page 6

WOW to Put the Spotlight on the Business of Wipes

Page 7

Finalists Named for Third Annual WOW Innovation Award

Page 8

INDA Releases Landmark Report on China's Nonwovens Industry

Page 9

Welcome New INDA Members!

Page 10

INDA Calendar of Events

Page 12

the bill. In the amendment, he referenced the INDA Flushability Guidelines and made a requirement that products labeled as flushable would meet the Guidelines and be certified by a third party. While at first glance this may seem like good news...there is a definite problem--there is no certification for flushable products. So, effectively the bill would ban labeling flushable products.

On April 20, INDA staff together with INDA members testified before the Business, Professions and Consumer

Protection Committee. We stressed the lack of certification and explained that the Federal Trade Commission already requires substantiation of marketing claims. Thus, the bill was not necessary.

Unfortunately, the Business, Professions, and Consumer Protection Committee voted to approve the bill. But, this is round one in many rounds before it would reach the Governor's desk. So, we are regrouping and strategizing for round two. Wish us luck.

Government Affairs

Rayon Duty Suspension Bill Delayed Yet Again - This Time by House Republican Earmark Ban

A one-year moratorium on earmarks recently adopted by House Republicans has thrown yet another monkey-wrench into Congressional efforts to move legislation that would reinstate expired duty benefits for hundreds of imports not made in the U.S.

On January 1, INDA members watched the re-imposition of previously suspended tariffs on imports of viscose rayon staple fiber and hundreds of other products after Congress failed to pass a miscellaneous tariff bill (MTB) before the end of last year. Lawmakers had planned to move legislation in early 2010, but have been repeatedly way-laid by big-ticket policy issues like health care reform and jobs creation measures.

House Republicans further complicated the process March 11 by announcing they had approved a unilateral ban on all earmarks, including tax and tariff legislation. The ban stands in contrast to one recently adopted by House Democrats that only would eliminate earmarks for private or for-profit entities in the upcoming appropriations bills.

House Ways and Means Chairman Sander Levin (D-MI) said March 16 that he was hopeful that an MTB can proceed this year despite the GOP earmarks maneuvers. Levin said he is working with Senate colleagues to resolve

differences and there appears to be bipartisan support in both chambers to move a bill.

Although recent reports suggest lawmakers are eyeing action on the MTB this spring, no timeline has been confirmed. With this in mind, INDA has developed a package of template letters for its

members to encourage House and Senate members to move an MTB with retroactive duty suspensions for rayon and other expired products as soon as possible. To request electronic copies of these templates, please contact INDA Government Affairs Director Jessica Franken at 703-521-0545 or jfranken@inda.org.

President Obama Signs Health Care Reform into Law

After months of acrimonious debate and setbacks, House Democrats March 21 passed an historic overhaul of the nation's health care system by a vote of 219-212. President Obama signed it into law (P.L. No. 111-148) on March 23 and on March 30 also signed a reconciliation bill. The reconciliation contained a number of "fixes", as well as an overhaul of the student loan program and expansion of Pell Grants.

In order to pay for expanding medical care access to millions more Americans, the law contains numerous provisions that affect businesses. Among them: an increase in the Medicare hospital insurance tax; limits on flexible spending

accounts; a 2.3 percent excise tax on medical devices starting in 2013; and a repeal of the employer subsidy deduction that provide prescription drug coverage to workers.

It also requires companies with more than 50 employees to offer health coverage or face a \$2,000 fine per worker. Those with more than 200 workers must automatically enroll all new hires in health plans. Meanwhile, those with staffs of less than 25 will qualify this year for new tax credits to help them provide coverage.

To learn about key provisions included in health care reform, visit: www.kff.org.

White House, Lawmakers Push Home Energy Efficiency Rebate Program

President Obama March 2 unveiled a \$6 billion rebate program to reward homeowners for making residential energy efficiency improvements, which he said will provide needed consumer savings and spur construction and manufacturing jobs. Under the President's "Home Star" program, homeowners would be eligible for immediate rebates of \$1500 when making energy efficient upgrades such as installing new windows, insulation, roofs and HVAC units, or up to \$3000 for whole home energy audits and retrofits

that achieve 20 percent energy savings. Senate lawmakers followed his announcement by introducing the Home Star Energy Retrofit Act of 2010 (S. 3177), which would authorize \$6 billion worth of tax rebates for the installation of energy-efficient products to implement the President's proposals.

A House Energy and Commerce subcommittee March 24 approved by voice vote its draft version of

the Home StarEnergy Retrofit Act of 2010, setting the bill up for review by the full committee after lawmakers return from their spring recess the week of April 12.

Meanwhile, INDA recently joined the Home Star Coalition, a cooperative effort by more than 1,000 companies and organizations supporting the measure. For more information, visit: www.homestarcoalition.org

EPA “Wiper Rule” Moves One Step Closer to the Finish Line

INDA helped the Environmental Protection Agency move the so-called “Wiper Rule” one step closer to the finish line, joining the recycled textiles industry (SMART) in filing February 26 comments in response to the agency’s October 2009 revised risk assessment connected to its 2003 proposal

addressing the management of solvent-contaminated disposable and laundered wipes. To view the INDA submission in response to the EPA’s revised risk analysis, visit: www.regulations.gov, and enter keyword/ID: RCRA-2003-0004-0464.

Events, News & Notes

IDEA10 Brought World of Engineered Fabrics to Miami Beach

Record-setting IDEA10 International Engineered Fabrics Conference and Exposition featured strong international participation and a large number of new exhibitors

A strong showing of international visitors and exhibitors, along with significant presence of first-time exhibitors, were among the many highlights of the highly successful IDEA10 International Engineered Fabrics Conference and Exposition, held April 27-29 in Miami Beach, Florida.

IDEA10, the triennial event sponsored by INDA, featured 379 exhibiting companies from 22 countries, filling almost 400,000 gross square feet (37,000 square meters) of the Miami Beach Convention Center. Exactly one half of the exhibitors were from outside of the United States.

In addition, there were approximately 5,500

attendees and more than one-third of them came from countries outside the U.S.

IDEA10 was one of the most successful IDEA shows ever and the continued strong participation of foreign exhibitors and attendees is proof of the show’s importance within the international non-wovens community,” says INDA president Rory Holmes. “IDEA10 was truly a global event.”

Of the 379 exhibiting companies, 143 were first-time exhibitors. “These new exhibitors, combined with the continued growth of international participation, speaks well of the continuing vibrancy of the nonwovens industry here and abroad,” says Holmes.

In addition to the thousands of attendees and hundreds of exhibitors on the show floor of the

Miami Beach Convention Center, many more were doing business at the 40 meeting rooms utilized by many of the leading companies in the industry to facilitate their business discussions. The intense activity in this growing segment of the event enhanced the quantity and quality of business conducted during the three days of IDEA10.

Among the other highlights of IDEA10:

- The presentation of the IDEA10 Achievement Awards - sponsored by INDA and Nonwovens Industry magazine - recognized companies in five categories for the best new products introduced since IDEA07. The winners of the IDEA10 Achievement Awards 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

- An IDEA10 Entrepreneurial Achievement Award was presented to Fi-Tech, which in 2009 took the bold step of forming a joint venture company with Uwe Gaedike, and successfully completed the purchase of Oerlikon Enka Tecnica GmbH.

- 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 Cos Camelio's wife, Phyllis, at a special event last year. Camelio has also been inducted into the Nonwovens Industry Hall of Fame.

- IDEA10 also saw the utilization of two “new media” formats during the course of the three-day event. The new IDEA10 “crowdvine” social networking site and the debut of IDEA10 TV, produced in cooperation with INDA by Nonwovens Industry magazine, provided two significant steps in improved networking and communications during the three days of IDEA10.

- In addition, the IDEA News show newspaper, published by World Textile Publications, highlighted events and companies at IDEA10.

- The well-attended IDEA10 Conference focused on Global Markets and presentations on each of the three days provided attendees with insightful research into the engineered fabrics markets in North America, South America, Europe, Asia and India. The sixth session focused on emerging technologies.

IDEA2013, the next North American engineered fabrics exhibition, will be held April 23-25, 2013 at the Miami Beach Convention Center in Miami Beach, Florida.

For more information: www.inda.org.

Nominations Now Being Accepted for Two INDA Lifetime Awards

Nominations open until June 1 for INDA's Lifetime Technical Achievement Award and the association's Lifetime Service Award

Nominations are now being accepted for two of the most prestigious awards in the nonwovens industry technical community – the INDA Lifetime Service Award and the Lifetime Technical Achievement Award.

Both of the awards will be presented at the RISE Conference (Research Innovation, & Science for Engineered Fabrics), Baltimore, MD, September 20-23, 2010. RISE is organized by INDA, Association of the Nonwoven Fabrics Industry.

The Lifetime Service Award is given to the individual who has given his or her best both personally and professionally to service both INDA and the industry. INDA's Lifetime Technical Achievement Award is presented to individuals who have a long established technical career in the nonwovens industry.

Nomination forms are available at <http://www.inda.org/HallofFame/nominate.html> and the deadline for submission of nominations for both of these prestigious awards is June 1, 2010.

Lifetime Service Award

Presented for the first time in 2007, the INDA Lifetime Service Award is given to individuals who have an established record of service to INDA, specifically, and the nonwoven industry as a whole. The award candidate should have maintained an active partnership with INDA and would

have held a key role in planning and executing the long-term success of at least one of INDA's major industry services or committees.

Basic Award qualifications include being an INDA member of good standing (current/retired); at least 20 years in nonwovens-related functions; an uncompensated present or past active INDA partner; and a significant contribution to the growth of INDA events and the industry through his/her activities.

Lifetime Technical Achievement Award

INDA's Lifetime Technical Achievement Award is given to individuals who have a long technical career in the nonwovens industry. This professional will have had a long history of technical innovation leading to the development of Intellectual Property resulting in new products and processes. These developments will have added substantial value to one or more nonwoven companies and/or the industry as a whole.

Basic Award qualifications include nonwovens-related accomplishments and 20 years in nonwovens related position; an INDA member (current/retired); and a significant contribution to the technical advancement/commercial success of the industry (research and development, products, equipment, processes) or a significant contribution to the growth of the industry through the technical training of groups/individuals or authoring of technical publications/papers.

Nominations for both Awards must be submitted by

June 1, 2010 to
Regina Spitzer at
rspitzer@inda.org. INDA's Technical Advisory Board (TAB) will make the final decision and the winner will be announced during RISE Conference (Research Innovation, & Science for Engineered Fabrics), Baltimore, MD, September 20-23, 2010.

For more information, contact Steve Ogle, INDA Technical Director at (919) 233-1210, ext. 148 or sogle@inda.org or Regina Spitzer, Education Associate at (919) 233-1210, ext. 128, rspitzer@inda.org.

WOW to Put the Spotlight on the Business of Wipes

Annual World of Wipes International Conference scheduled for June 21-23, 2010 in Chicago

A focus on real-life, actionable information for the entire wipes value chain highlights the recently announced agenda for the upcoming World of Wipes International Conference, set for June 21-23, 2010 at the InterContinental Hotel in Chicago, Illinois.

The annual Conference will offer three days of educational seminars, networking and the presentation of the prestigious WOW Innovation Award that will recognize and reward industry members who bring new and value-added processes and products to the wipes' marketplace.

WOW is organized by INDA, Association of the Nonwoven Fabrics Industry, and the agenda is put together by a group of industry professionals.

Among the highlights of the 2010 WOW International Conference will be a session on Sustainability. Presentations include an Industry Leaders Panel Discussion featuring top-level executives from Ahlstrom, Michigan State University, PGI and Rockline Industries. Environmental Friendliness continues with presentations on Sustainable Packaging Materials will from Michigan State University's Center for Packaging Innovation and the EPA's Partnerships for Safer Chemistry.

Other highlights will include case studies on Dial Corporation's Purex® 3-in-1 Complete™, the PGI's Global Reporting Initiative and Seventh Generation,s: Down-to-Earth Life Cycle Analysis.

Additional sessions will illuminate Recent Market Trends, Materials: Ingredients and Packaging and Product Development: The Key Steps.

A perennial favorite at WOW will once again be the presentation of the annual WOW Innovation Award. Created to encourage innovative processes and products anywhere along the wipes' value chain, the WOW Innovation Award is open to all nonwoven fabric manufacturers, raw material and packaging suppliers, converters and end-product producers. Finalists will make presentations on their nominated product and then WOW attendees will vote on the recipient of the 2010 WOW Innovation Award.

To assist in the important networking at WOW, two receptions/table-top displays will allow attendees to gather in an informal atmosphere, while the INDA Hospitality Suite will provide a late-night gathering place for attendees.

Full registration for INDA members is \$995 (\$1195 after May 14) and \$1395 for non-members (\$1675 after May 14). Networking Registration, which allows access to the two evening

receptions and table-top displays, is \$395 for INDA members (\$475 after May 14) and \$550 for non-members (\$660 after May 14).

For more information on the 2010 World of Wipes International Conference: <http://www.inda.org/events/wow10/index.html>. Or contact INDA at 919-233-1210 or info@inda.org.

Finalists Named for Third Annual WOW Innovation Award

The recipient of industry award will be selected at annual World of Wipes Conference in Chicago in June

CARY, NC — April 22, 2010 — Four finalists have been selected to compete for the third WOW Innovation Award competition being held as part of the annual World of Wipes (WOW) Conference, set for June 21-23, 2010 at the InterContinental Hotel in Chicago, Ill.

The annual WOW Conference, organized by INDA, Association of the Nonwoven Fabrics Industry, is devoted solely to wipes, with a concentration on substrates, active ingredients, packaging, market metrics, industry challenges and market opportunities, particularly in Asia and Europe. The WOW Innovation Award recognizes and rewards the industry members who bring new and value-added processes and products to the wipes market.

The four finalists, chosen from products nominated by the industry earlier this year, are:

- **Kimberly-Clark ... Kimtech One-Step Germicidal Wipe**

Kimtech One-Step Germicidal Wipe is a pre-saturated hospital-grade surface disinfecting wipe with a *Clostridium difficile* spore kill claim. The wipe is powered by a unique chemistry that combines hydrogen peroxide and peracetic acid and rapidly kills *C. difficile* spores and numerous other bacteria, viruses and fungi on surfaces. The

chemistry is contained in a meltblown wipe with a proprietary patent-pending treatment that keeps the actives stable for 18 months.

- **Nice-Pak ... Eco-Pak**

Eco-Pak is a portable, soft pack delivery system that holds high-efficacy surface disinfecting wet wipes, which could previously only be packed in canisters. This resealable new package has soft sides, and yet is able to stand on one end, maximizing store shelf impact, and minimizing storage space under a consumer's kitchen sink. This new package provides a more compact footprint than traditional canisters for more efficient storage and transportation, as well as a more comfortable fit in the consumer's hand.

- **RPM Technology ... PolyWipes**

The PolyWipes are an odorless aqueous nonwoven wipe designed to remove uncured silicone, polysulfide, urethane, epoxy, and virtually any uncured system.

- **Seventh Generation ... Seventh Generation Disinfecting Wipes**

In January 2010 Seventh Generation introduced EPA registered disinfecting wipes that kill germs naturally using the active ingredient thymol as a component of thyme oil derived from the thyme plant. This product has combined thymol disinfecting technology, green formulation chemistry, and a total chlorine-free processed substrate to create a total solution for quick, easy cleaning and disinfection.

The four finalists will give a 10-minute presentations during WOW and attendees will then vote on the recipient of the 2010 WOW Innovation Award. The Award will be presented during a session on the final morning of the Conference.

Full registration for the World of Wipes International Conference for INDA members is \$995 (\$1195 after May 14) and \$1395 for non-members

(\$1675 after May 14). Networking Registration, which allows access to the two evening receptions and table-top displays, is \$395 for INDA members (\$475 after May 14) and \$550 for non-members (\$660 after May 14).

For more information on the 2010 World of Wipes International Conference:
<http://www.inda.org/events/wow10/index.html>.
 Or call INDA at 919-233-1210.

INDA Releases Landmark Report on China's Nonwovens Industry

Association's Trends and Forecast Examines Chinese Market from 2003-2013

Combining both an historical perspective on the market since 2003 and projections of its growth through 2013, a groundbreaking report - "China Nonwoven Industry Outlook Trends and Forecast" - is to be published by INDA, Association of the Nonwoven Fabrics Industry.

The 66-page report focuses on the Outlook for the Disposable and Durable Nonwoven Markets, Sales and Volume of Major Nonwoven Segments and Nonwovens Consumption in 2008 and Outlook by Technology.

Among the markets examined are Baby Diapers, Baby Pads, Feminine Hygiene Pads and Tampons, Adult Incontinence, Medical/Surgical Products and Disposable Wipes. In Durable Products, markets include Geotextiles, Roofing, Automotive Interiors, Filter Media and Bedding Construction.

"Many nonwovens and related firms asked INDA for assistance in understanding the high growth rate of the Chinese nonwoven industry and what is driving this nonwoven growth," says the author, Ian Butler, INDA's Director of Market Research. "It is really fairly simple - China's nonwoven indus-

try has been keeping pace with the Chinese national economy and the country's nonwoven industry over the past five years expanded an average of 17% per year between 2003-2008."

Among the highlights of the report's findings:

- China consumed 10.4 billion square meters of nonwoven fabrics, of which nine billion were for disposable end markets and 1.4 billion for durable end-uses. The value of nonwoven fabrics consumed in China during 2008 totaled, in constant U.S. dollars, \$2.32 billion. INDA expects China's nonwoven volume will increase 12% per year and will reach almost \$3.88 billion by 2013.
- Sales of the converted disposables markets studied had sales of \$11.87 billion in 2008. INDA expects these markets will grow in constant dollars from current size to \$18.46 billion during the five-year period through 2013. This represents an average annual growth rate of 9.2% per year.
- The medical market is unusual. While this is a significantly sized market of over \$2 billion in 2008, with the exception of some small products such as face masks, shoe covers and

...masks, most of the remaining surgical products of apparel and patient drapes are exported and not consumed within China. About 60-70% of these disposable surgical products are shipped to the U.S. market. Medical growth is expected to average about 6.0% per year between 2008-2013.

- China’s domestic production of nonwoven material, including export volume, in 2008 reached

667,600 tons. Volume in 2013 is expected to reach 1,113,600 tons for the markets INDA studied. The “China Nonwoven Industry Outlook Trends and Forecast” report is available in early May at a cost of \$2,200 for INDA Members and \$3,000 for non-members.

For information: www.inda.org; or contact Helena Lee, INDA 919-233-1210 ext. 120, hlee@inda.org.

Welcome New INDA Members!

INDA would like to welcome the following new member companies:

[AAF International](#)

Nonwovens media are used to enhance or create the performance of air filters for both particulate and gas phase filtration. A variety of nonwoven technologies are used by our company depending on end-application performance requirements or costs.

[Abbie Packaging, LLC](#)

Abbie Packaging, LLC is a manufacturer’s representative company specializing in various flexible packaging applications. Abbie has strategic business partnerships to offer a broad portfolio of packaging materials. Primary focus is blown polyethylene film applications, three layer co-extruded polymer films.

[Arden Companies](#)

Arden manufactures hi-loft airlaid polyester fiber batting that is used in our patio cushions.

[Avanti](#)

Manufacturers of polypropylene spunbond nonwoven fabric in roll form. STP Impianti (Italy) line. Fabric specifications to include color, UV additive and topical treatment.

[Beijing United Chinese Business International Consulting Co., Ltd.](#)

We are a service provider for Chinese nonwoven manufacturers and we are working for them to promote their international trade and investment. We organize national pavilions in major nonwoven and composite materials trade shows to present their products.

[Bright Technologies Corp. Inc.](#)

Development of advanced technologies for the disposable absorbent products industries.

[Converting Influence LLC](#)

Converting Influence assists those in the converting industry, providing news and information, promoting and consulting on converting issues. Nonwovens converting is a key part of our consulting services.

[Focke & Co., Inc.](#)

Focke & Co.’s General Packaging division provides packaging machinery and line engineering solutions in the following: Dry Foods, Paper/Hygiene and Consumer product sectors. The company is one of the few globally which can produce and provide complete lines for the nonwovens industry by supplying equipment directly coupled

to the outfeed of converting equipment for stacking and bagging solutions with all speed range capabilities. New design and higher speeds and reduced footprints, technology to implement cost reductions of consumable materials, and reduced operator involvement. Case and tray packaging solutions, as well as bundling, palletizing and stretch wrapping solutions are available.

[Innovatec Microfibre Technology GmbH & Co. KG](#)

From insulation to filtration up to absorbers - INNOVATEC Microfibre Technology GmbH & Co. KG stands for high performance melt-blown innovations. Our products are applied in numerous fields.

[InnovationEdge LLC](#)

IE is a global management consulting firm with expertise in strategy, branding, R&D, and test methodologies. IE provides solutions for CPG, healthcare, and retail in many areas including developing new products based on nonwoven technologies.

Kellenberger Consulting Ltd.

Consulting services in the areas of absorbent (theory, materials, processes and products), nonwoven, competitive intelligence, intellectual property, reverse engineering and cost analysis, etc.

[Kleen Test Products](#)

Kleen Test is one of the world's largest contract manufacturers and packagers of wet wipes, dryer sheets, liquids, nonwovens and confectionery products.

[Nehemiah Manufacturing Company](#)

Nehemiah manufactures toddler wipes and cleansing wipes.

[NICCA USA, Inc.](#)

NICCA USA is a supplier of chemical additives, coatings and specialty finishes for nonwovens.

[Pratrivero USA, Inc.](#)

Pratrivero USA is a stitchbond nonwoven producer. We are also a converter of spunbond and needlepunch nonwovens. The majority of the fibers used are polyester, polypropylene, para-aramidic and viscose.

[Providencia USA, Inc.](#)

We are a new nonwovens supplier to the North American and global markets, utilizing the most recent Reicofil technology, with a focus on the hygiene and medical fabrics markets.

[VitaFlex LLC](#)

Latex-free elastic nonwovens and protective hoods production.

INDA Calendar of Events

[INDA Nonwovens Course](#), June 15-17, INDA Headquarters, Cary, North Carolina

[World of Wipes 2010](#), June 21-23, InterContinental Chicago, Chicago, Illinois

[Elementary Nonwovens Training Course](#), July 20-21, INDA Headquarters, Cary, North Carolina

[Research, Innovation & Science for Engineered Fabrics \(RISE\) 2010](#), September 20-23, Hilton Baltimore, Baltimore, Maryland

[Filtration 2010](#), November 30-December 2, Pennsylvania Convention Center, Philadelphia, Pennsylvania

[VISION 2011](#), January 10-12, Four Seasons Aviara, North San Diego, California

[IDEA13](#), April 23-25, 2013, Miami Beach Convention Center, Miami Beach, Florida