

# INDA NEWS

PUBLISHED BY THE ASSOCIATION OF THE NONWOVEN FABRICS INDUSTRY

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INDA

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## Message From The President

### Global Industry Gears Up For A Record-Breaking IDEAO4 This Month

We are engaged in a flurry of activities that lead up to IDEAO4, to be held in Miami Beach, FL from April 27-29. Booths are changing shapes, exhibitors are adding staff, and attendees to the Conference and Exposition are registering as fast as we can log them in. We are ahead in exhibition space and registrations compared to this time in 2001, the last time IDEA was held. With the elongated recession that we have all endured, I am pleased to be in this strong position with IDEAO4.

The diversity of exhibitors for IDEA 2004 has changed dramatically. We have more than 300 exhibitors from over 60 countries. We are expecting

*INDA President Rory Holmes welcomes the non-wovens, technical textiles and engineered fabrics industries to IDEAO4 in Miami Beach this month.*



significant numbers of attendees from Asia in general, and China in particular. Registrations are coming in at a very strong rate and they will exceed our 7000-person target. We continue to concentrate on end users and converters. These are our industry's customers who will attend our exposition and conduct their business on our show floor.

Our Keynote Speaker is Cathy Newman from the National Geographic Society. Her address, titled "Dreamweavers," will offer a look into the future of high-technology fabrics. This will be an entertaining and informative look into a *National Geographic* story of the same name that was published last year. The keynote address is, of course, open to all the attendees whether they are registered for the conference or not. In addition, there will be a *National Geographic* pavilion on the show floor with more information about the story and representatives from some of the companies that were covered.

The inclusion of Technical Textiles is a hot issue for IDEAO4. We have several companies from this related segment of our overall business of engineered fabrics exhibiting their products on the show floor and we expect many of the attendees to be from technical textile companies. In addition, David Rigby will present "The Techni-

*(Continued on page 2)*

## Technical Update

### INDA STM Committee Forms Flushability Task Force

We had an opportunity early in January to inaugurate a new task force as a sub-group of the Standards Test Methods Committee. This Task Force deals with flushability issues and specifically with nonwoven wipes.

As most of you know, the wipes segment of the nonwovens market has exploded over the past few years. There are wipes products to handle every aspect of our lives. It's virtually impossible to walk down any aisle of a supermarket and not be within arm's reach of a nonwoven wipe for household, automotive or personal care. This is a marketing success, but there are also concerns as to how some of these items are disposed.

In most cases, moist wipes are flushed down the toilet. It's the common thing to do and we've all done it. But what does flushing mean? In most cases, if an article is disposed of in a toilet and it passes through the piping system, we consider it flushed. This is the way most people think when we flush a personal wipe down the toilet and it is the definition of flushability in its narrowest sense. However, many people in our industry think this definition is too narrow and feel we must consider what impact the wipe has on the environment once it passes through the piping of your house, sewer or septic system. This concern has led to the establishment of the Task Force on Flushability.

The Task Force held its first meeting in January. It was attended by 16 people representing 12 companies. A presentation was made by Procter & Gamble that summa-

The Spring 2004 issue of the INDA International Nonwovens Journal is available online at the INDA website at [www.inda.org](http://www.inda.org). Just click on the link for the INJ.

rized a study it had commissioned. This presentation became the subject of discussion regarding flushability issues. There was considerable support for the concept of coming up with an expanded definition for flushability that the industry could support. The Task Force arrived at two objectives:

1. Develop technical guidelines for assessing the flushability of solid products. This would include arriving at an agreed-to definition of flushability in a broad sense and development of test methods that support the overall approach. It also includes building consensus with key external shareholders.

2. Develop a communication strategy. The goal of this objective is to build communication strategies for regulatory agencies, the consumer and the industry.

Since this situation is global, representatives of EDANA were also present at this Task Force meeting. EDANA has started its own Task Force and both groups have agreed to work together on this task. INDA and EDANA's representatives will act as liaisons and attend each other's Task Force meetings. INDA's Task Force meets again in April at INDA's offices in Cary, NC. The work of this group represents a consensus within the industry to address the concerns of flushability. It also signifies the growing cooperation between INDA and EDANA.

If any industry company has an interest in being a part of this timely and important Task Force, please contact Cos Camelio at [ccamelio@inda.org](mailto:ccamelio@inda.org) or call 919-233-1210 x114.

### Message from The President

*(Continued from page 1)*

cal Textile Industry – World Markets, Trends and Drivers" on Wednesday morning, April 28, as part of the keynote session.

Wednesday will certainly be a very busy day, with our IDEA04 Achievement Awards following the keynote addresses. These prestigious awards are going to be presented in seven categories in an Academy Awards-like ceremony. The results of online voting that took place during the month of March will be revealed in five of those categories – Equipment, Roll Goods, Raw Materials, Short-Life End Product and Long-Life End Use. Plus, an IDEA04 Entrepreneur Achievement Award will be presented and the IDEA04 Lifetime Achievement Award will be presented to my predecessor, Ted Wirtz. It promises to be a highlight of IDEA04.

With all of this going on, I personally invite you to join us at IDEA04. It is, after all, "the most important three days on the 2004 Nonwoven and Engineered Fabrics calendar." — *Rory Holmes, INDA President*

## A 'Bumper Crop' Of New Members

Only four months into 2004 and already 15 new companies have joined INDA. As in previous years, companies are taking note of INDA's full slate of training courses, conferences, expos and committees dedicated to the betterment of our industry and they are joining our ranks. Looks like 2004 is going to bring in another "Bumper Crop"!

If you know of a company that would benefit from INDA membership, contact Marilyn Bellinger at mbellinger@inda.org. You'll be doing them a huge favor!

A hearty welcome to the following companies who have joined INDA since the first of the year:

American Nonwovens  
 Apollo Chemical Corporation  
 Blackburn Consulting  
 Cascades Tissue Group/  
 IFC Disposables  
 Cognis Corporation  
 Custom Polymers Inc.  
 Global Tissue Group  
 Larson/Burton Inc.  
 Liquid Control Corp.  
 Material Connections Inc.  
 Multi-Pack  
 NVP Filter  
 Oliver Products Co.  
 Rishang Hygiene Products Co.  
 Saskatchewan Flax Development

## INDA's On-line International Nonwovens Directory

# Just Got Better

At the industry's request, the on-line directory has new features. Now, you can sort by State, Country, Product Listing and more.

***It's easy to use. A critical resource!***

***Data Updated Daily!***

### Benefits of the Directory

- Locate 12,500 buyers and sellers worldwide...the whole nonwovens value chain!
- Find companies by product (More than 500 product listings)
- Identify companies in a specific location (Sort by geography...65 Countries; 50 USA States and Canada)
- Check out the competition
- Develop contacts and mailing lists
- Tool for Marketing and Sales Plans

***It's the Most Comprehensive  
 Nonwovens Directory in the World!***

Purchase an Annual Subscription Today.

Get Your Personal Password and Start Enjoying the Benefits.

Want a Directory Demo? Just call Brooke Boyle at (919) 233-1210 ext. 120.

## Government Relations/Global Activities Update

### Environmental Impacts Of Shop Towels Cited

In several recent developments, the negative impact of laundered shop towels has been cited. In one instance, a Member of the U.S. House of Representatives told a public hearing convened by the U.S. EPA, "Solvents often found on [laundered] shop towels include benzene, a recognized carcinogen, developmental and reproductive toxin, known to pose serious health risks. The effects of solvents such as benzene [are felt by] the public when laundries dump these chemicals into their wastewaters, causing serious air and water pollution in surrounding communities and waterways."

During the meeting, Rep. Rosa L. DeLauro (D-CT) went on to say, "It is estimated that as many as 164,000 businesses in the United States use approximately 3.8 billion shop towels soaked in toxic solvents each year. EPA estimates these wipes contain approximately 75,000 to 100,000 tons of solvent. Most of these towels are sent to laundries to be "cleaned" and returned. A conservative estimate of the residual solvent indicates that as few as 10 used shop towels could produce one pound of waste solvent. Given that more than three billion towels are sent to laundries annually, the amount of solvent discharged from laundries can be estimated to be in the millions of pounds every year.

And just days before Rep. DeLauro made these comments in Washington, D.C., Assembly member Mervyn Dymally (D-CA, Compton) introduced legislation in the California General Assembly that would require rental shop towels to carry a warning label alerting users that the towel may have been in contact with hazardous materials. According to a

press release announcing introduction of the bill (AB 2732), Assembly member Dymally is allying himself with "a growing chorus of environmental and labor organizations who have joined forces to address the growing problem of 'toxic towels.' These are the re-laundered cloth shop towels used by maintenance workers, mechanics and other industry service people, including factory workers, to clean up chemical and other spills, and remain high in toxic chemical contaminants even after properly laundered."

Both of these developments came as the Task Force created by INDA's Wiper Focused Interest Committee was putting the finishing touches on its comments to EPA regarding a proposal released last November that seeks to establish uniform regulations under the Federal Resource Conservation and Recovery Act regarding the proper treatment, storage, and handling of industrial wiping products.

### INDA's Outreach Effort

INDA continues to advance its effort to educate members of Congress about the nonwoven fabrics industry, meeting with nearly 100 Congressional offices since the legislative outreach initiative was kicked off in January. INDA government affairs staff has visited nearly 30 Congressional offices, including those of: Rep. Donald Manzullo (IL-16); Rep. David Scott (GA-13); Rep. Dennis Moore (KS-3); Rep. Don Sherwood; Rep. E. Clay Shaw, Jr. (FL-22); Rep. Ed Whitfield (KY-1); Rep. Donald Payne (NJ-10); Rep. David Hobson (OH-7); Rep. Ed Markey (MA-7); Rep. Ed Pastor (AZ-4); Rep. Eliot Engel (NY-17); Rep. Elijah Cummings (MD-7); Rep. Ed Schrock (VA-2); Rep.

Frank LoBiondo (NJ-2); Rep. Gil Gutknecht (MN-1); Rep. Frank R. Wolf (VA-3); Rep. Deborah Pryce (OH-15); Rep. Gene Green (TX-29); Rep. Phil Gingrey (GA-11); Rep. Gary Miller (CA-42); Rep. George Miller (CA-7); Rep. J. Gresham Barrett (SC-19); Rep. Gene Taylor (MS-4); Rep. Dan Burton (IN-5); Rep. Ellen Tauscher (CA-10); Rep. Gary Ackerman (NY-5); Rep. Chris Smith (NJ-4); and Rep. Frank Ballance (NC-1).

In related news, invitations were recently sent out for INDA's second annual reception for members of the United States House Congressional Textile Caucus, an informal group of legislators who have textile interests in the Congressional districts they represent. It will be held in Washington, DC on May 19. INDA held a similar event for Textile Caucus members last June. That event was so well attended, and the feedback we received from Congressional offices and INDA members was so positive, that we decided to do it again.

Like last year, INDA members will have the opportunity to mingle with influential legislators and Congressional staff involved in shaping policy that impacts the nonwovens industry. This event will also help to further cement our industry's presence in the minds of Washington lawmakers as we continue to advance our Congressional outreach program.

INDA government affairs staff can also arrange an appointment on either May 18 or May 20 with the office of your Congressional Representative so that you may sit down with the Member and/or their staff.

To learn more about this reception, or to discuss arranging an appointment with your Congressional representative during another future trip to the Washington, DC area, contact INDA Government Affairs Associate Jessica Franken at 703-538-8805 or via email at [jfranken@aol.com](mailto:jfranken@aol.com).

## Annual Meeting Charts INDA's Path To the Future

With the clear goal of strengthening the role of the world's leading nonwovens association, industry leaders met recently at INDA's Annual Meeting to review the state of the market and chart its course for the future. More than 100 executives from INDA member companies gathered in St. Pete, FL, in late February to hear a far-reaching research report on the State of the Association and to discuss the factors that will influence not only the association's, but the entire engineered fabrics industry's, future.

Overseeing his first Annual Meeting, new INDA President Rory Holmes reported that attendance at the annual event, held at the beautiful Don CeSar Beach Resort and Spa, was up 15% from the previous year. "It is important that our member companies take an active role in their association, and attendance at the Annual Meeting this year indicates our members take this responsibility seriously," Holmes said.

The key event of the 2004 Annual Meeting was the presentation of the results of an extensive survey of asso-

*INDA Board Member Karl-Michael Schumann, of Procter & Gamble, presented the association's 2004-2008 Strategic Plan.*



ciation members conducted for INDA by The Martec Group. The survey of 177 representatives from 107 INDA members was aimed at identifying ways that INDA can improve on the services valued by its member base.

Building on the results of an earlier survey conducted in 2001, the report found that INDA has improved significantly in three specific areas that are of high value to its members— Government Relations, Technical Development and Statistics.

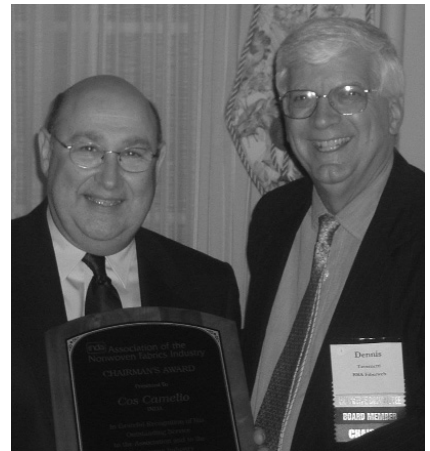
"Companies join INDA for a number of reasons, primary among them is to be a part of an industry, to be able to network with their peers and have the ability to keep current with industry information," pointed out Michael McClary, of Martec. In particular with INDA, "global capabilities, training courses and trade shows and conferences have a strong link to satisfaction with being a member of the association."

"Overall, INDA continues to be highly regarded by its members with performance ratings increasing for most levels of the value chain, with the companies that know INDA best tending to rate its performance higher than companies that are not as involved," McClary added.

All of this, Holmes said, is to further INDA's vision to be "the premier informational and educational resource for the nonwovens and engineered fabrics industry and a vehicle for action for our members."

Among the other highlights of the three-day Annual Meeting:

- INDA Technical Director Cos Camelio was presented with the coveted Chairperson's Award by INDA Chairperson Dennis Tavernetti for his long service to the association and to the nonwovens industry.

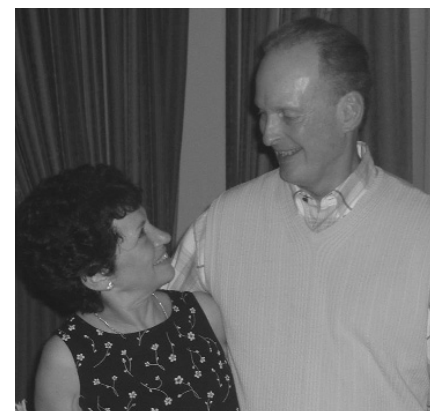


*INDA Technical Director Cos Camelio (left) received the coveted Chairperson's Award from INDA Chairperson Dennis Tavernetti at February's Annual Meeting in Florida.*

- Former INDA President Ted Wirtz, who retired from INDA earlier this year, was roasted by his friends and colleagues from around the world, including new EDANA Managing Director Pierre Wiertz and former Dexter global executive Phillipe Coppin.

- A State of The Association Report by Rory Holmes reported that INDA membership has grown considerably in the past year and will easily surpass its 2004 goal of 300 members.

*Former INDA President Ted Wirtz was roasted by, among others, his wife Jerry in a special moment during the Annual Meeting.*



## INTC Set For September In Toronto

The annual International Nonwovens Technical Conference (INTC) has become known as the industry's leading worldwide technical conference. INDA and TAPPI members have once again partnered to develop INTC and the 2004 event promises to be the best ever.

State-of-the-art papers along with technical experts from around the world make this a critical, must-attend event for the technical community. The INTC 2004 Committee is in the process of completing the program for its 2004 conference, which will be held at the Westin Harbour Castle, Toronto, Canada, September 20-23. Concurrent sessions for the conference include:

### **Monday, September 20**

- Tutorial – Product Development Session (1:00 pm - 5:30 pm)
- Modeling Short Course Session (1:00 pm - 5:30 pm)

### **Tuesday, September 21**

- Filtration Session (9:00 am - 12:30 pm)

- Student Papers (9:00 am - 10:00 am)
- Properties & Performance I Session (10:30 am - 12:30 pm)
- Building/Industrial Mat Session (9:00 am - 12:30 pm)
- Wipes Session (2:00 pm - 5:30 pm)
- Properties & Performance II Session (2:00 pm - 5:00 pm)
- Binders & Additives Session (2:00 pm - 5:30 pm)

### **Wednesday, September 22**

- Automotive Session (9:00 am - 12:00 pm)
- Polymers & Fibers I Session (9:00 am - 12:00 pm)
- Process Technology Session (9:00 am - 12:00 pm)
- Insulation Session (2:00 pm - 5:00 pm)
- Polymers & Fibers II Session (2:00 pm - 5:00 pm)
- Showcase Session (2:00 pm - 6:00 pm)

### **Thursday, September 23**

- Insulation Panel Session (9:00 am - 11:30 am)
- Spunbond/Meltblown Session (9:00 am - 11:30 am)
- Barriers Session (9:00 am - 11:30 am)

## INDA Teaming With AFS To Present Filtration 2004 in Philadelphia In December

For the first time, INDA and AFS are co-locating at Filtration 2004, to be held December 7-9, 2004 at the Pennsylvania Convention Center, Philadelphia, PA. AFS and INDA will share the same location, but each association will develop its own conference program.

AFS' program will focus on technical aspects of filtration, while INDA's will focus on markets and new business opportunities. Filtration end uses will be the focus of INDA's Filtration 2004 conference. As always, end users will be on hand to tell attendees what they want, expect and need from their filtration products.

### **Time To Book Booth Space For Filtration 2004**

Now that booth assignments have been sent to the many companies that rebooked at Filtration 2003, sales have commenced for Filtration 2004. This year, the World's Largest Filtration Show will return to the Pennsylvania Convention Center in Philadelphia, home of the Liberty Bell, Philadelphia Eagles and great Italian Food!!!!

Don't wait too long to reserve your space. Contact Marilyn Bellinger at mbellinger@inda.org today.

**FILTRATION 2004**  
INTERNATIONAL CONFERENCE & EXPOSITION



### **Vision Conference Draws 400 To Las Vegas**

INDA President Rory Holmes (left) presented the 2004 Visionary Award to Dion Ross (center) and Greg Ornoski of Church & Dwight during the Vision Consumer Products Conference in Las Vegas in late January. The company's Brillo Scrub 'n Toss was chosen by Vision attendees over other finalists, Swiffer Duster and Therma-Care Heat Wrap from Procter & Gamble, Kimberly-Clark's Huggies Convertibles Diaper Pants and the Easy-O-Fit face mask from Golden Phoenix, of Taiwan. Nearly 400 consumer products industry members attended the annual conference.

## INDA 2004/2005 Meetings Schedule

**IDEA 2004** • April 27-29

Miami Beach Convention Center • Miami Beach, FL

**Nonwovens Training Course** • May 18-20

INDA Headquarters • Cary, NC

**Nonwovens Product Development Course** •

June 6-11

INDA Headquarters • Cary, NC

**INDA/NCRC Spunbonding & Meltblowing**

**Fundamentals Course** • June 21-25

INDA Headquarters • Cary, NC

**INDA/NCRC Bonding Fundamentals Course** •

July 12-16

INDA Headquarters • Cary, NC

**Nonwovens Training Course** • August 10-12

INDA Headquarters • Cary, NC

**Fabric Properties & Characterization Course** •

August 23-27

INDA Headquarters • Cary, NC

**INTC 2004** • September 20-23

Westin Harbour Castle • Toronto, Canada

**Automotive Product Development Course** •

October 4-8

INDA Headquarters • Cary, NC

**Needlepunch 2004 Conference** • October 25-27

Savannah Marriott • Savannah, GA

**INDA/NCRC Manufacturing Process**

**Fundamentals Course** • November 1-5

INDA Headquarters • Cary, NC

**Nonwovens Training Course** • November 16-18

INDA Headquarters • Cary, NC

**Filtration 2004** • December 7-9

Pennsylvania Convention Center • Philadelphia, PA

2005

**Annual Meeting 2005** • March 20-22

Hyatt Regency Grand Cypress Resort • Orlando, FL

**Filtration 2005** • November 15-17

Navy Pier • Chicago, IL

### Needlepunch 2004 Gets To The Point

Needlepunch 2004 will be held at the Savannah Marriott, Savannah, GA, from October 25-27, 2004. At Needlepunch 2004 networking opportunities abound, giving attendees the chance to meet with customers, competitors and suppliers. Sessions for the conference include:

- CARPETS
- GEOTEXTILES
- BEDDING/FLAMMABILITY
  - AUTOMOTIVE
  - FILTRATION
    - WIPES
    - MEDICAL
  - GOVERNMENT

### Global Opportunities For Nonwovens Producers

In Spring 2003, Commerce Secretary Donald L. Evans created the Iraq Investment and Reconstruction Task Force to help U.S. companies participate in the economic development and rebuilding of Iraq. The Task Force recently began a concerted effort to educate U.S. businesses about the opportunities available as the United States and its allies work to rebuild Iraq and Afghanistan.

To learn more – including the most up-to-date information on investment, and prime and subcontracting opportunities – visit either [www.export.gov/iraq](http://www.export.gov/iraq) or [www.export.gov/afghanistan](http://www.export.gov/afghanistan) or the Task Force hotline at 1-800-352-IRAQ (4727).

## INDA EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS

### Executive Committee

Dennis R. Tavernetti, **Chairperson**  
Global Vice President, BBA Nonwovens Group

Karl-Michael Schumann, **Vice Chairperson-Planning**  
Director, New Platform Technologies, Procter & Gamble

Carl J. Lukach, **Vice Chairperson-Finance**  
Business Director, Santara, DuPont

John M. Fly,  
Vice President-Strategic Planning, Milliken & Co.

Walter Jones, Co-CEO & President,  
Precision Fabrics Group, Inc.

C.K. Wong, President/CEO, U.S. Pacific Procurement

Lee Sullivan, **Past Chairperson**  
GM, Tuft Division, Freudenberg Nonwovens

### Board of Directors

Gary Abyad, Executive Vice President/COO  
Clapay Plastic Products Company

John Behm, Director R&D, Cardinal Health

Randal R. Davis, VP-Consumer and Medical Nonwovens,  
Ahlstrom Fiber Composites

John Foster, Executive Vice President,  
Foster Needle Company

John H. Gearhart, VP-Needlepunch Business,  
Western Nonwovens, Inc.

Guido J. Hobi, VP/Business Leader, EMS-Griltech

Val Hollingsworth, President/CEO  
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Paul L. Latten, Business Director-Nonwovens, KoSa

John Michaud, President, Green Bay Nonwovens

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Leggett & Platt, Inc.

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Greg Roscoe, Director of Sales & Marketing-Flooring,  
Colbond Nonwovens

Jim Schaeffer, CEO, PGI Nonwovens

### INDA Staff

Rory Holmes, President, INDA  
Wayne Black, INDA Legal Counsel, Keller & Heckman

## A Great IDEA Is Here!

As you read this INDA NEWS, you are either in Miami Beach at IDEA04, preparing to attend the triennial industry trade show or it has just ended! Either way, it is quite a month for the non-wovens industry. For four months now, companies that long ago reserved their booths, along with those that waited until the very end to reserve their spaces, have dedicated themselves to the myriad of details associated with exhibiting at a large Exposition.

Some companies exhibit at many shows and for them putting it all together is "old hat." For others, who may exhibit only at IDEA every three years – or maybe are even at a U.S. show for the first time – the tons of paperwork and orders and booth design are extremely overwhelming and confusing. Language barriers and different customs make it even more difficult.

And, at last, the show arrives! The culmination of all your hard work! The doors open, the customers crowd in, and exhibitors large and small stand proud in front of their booths ready to write new business.

Three days later, it's all over. Orders in hand, company employees pack up their belongings and exhaustedly head toward the exit doors. Hopefully they can be heard saying to each other, "This was a great IDEA! See you in three years!"

**IDEA04**  
International Engineered Fabrics Conference & Expo

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