



Small Business Newsletter

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Covering Issues That Affect you

Welcome to the INDA Small Business e-Report. This monthly e-publication provides INDA members with insight and advice on operating a successful small business in today's nonwovens industry.

Next from INDA: Vision 2011 Conference Boasts Innovative Program



In addition to the prestigious Vision Awards mentioned above, INDA has put together an ambitious, far-ranging program for Vision 2011 that will focus on topics as diverse as Brand & Market Strategy, Social Trend Forecasting and Boomer Demographics.

"The world of consumer products is constantly evolving and for the past decade the Vision Consumer Products Conference has kept the nonwovens industry and its related businesses up-to-date on these changes," says Rory Holmes, president of INDA. "Attendees at Vision 2011 will once again have the opportunity to hear from some of the country's most well-respected experts on the topics that will now drive the consumer products and nonwovens industries for the next 10 years."

One of the unique new features of Vision 2011 will be a "Speed Networking" session. 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. They then spend the rest of their time at Vision cultivating those contacts and developing them into credible relationships. Space is limited and pre-registration is required.

Among the program highlights of Vision 2011:

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A session titled "The World Ahead: Global Trends Shaping the Future," led by Paul Leinberger, SVP Global Accounts, The Futures Company.



"Global Hygiene Trends," presented by Pricie Hanna, of John R. Starr, Inc., will discuss new trends that are taking shape in the global hygiene.

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"A Flushability Update – What Consumers Flush" session led by David Powling, Kimberly-Clark and chairman of INDA's Flushability Task Force.



Special guest Keith Crisco, Secretary of Commerce, the State of North Carolina, will present a session on "What Tools Are in the Toolbox?".



A final session on "Sampling, the Hot Targeting Tactic," will be led by Kevin Burke, of Lucid Marketing.

As usual, there will be plenty of networking opportunities at Vision 2011 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 cur-

rent and potential new customers from around the world.

For more information on exhibiting at the Table-Top Displays, contact Tracey Bailey at 919-233-1210, ext. 129, tbailey@inda.org. There are a limited number of spaces available, so please reserve your space as soon as possible.

Early registration for Vision 2011 ends in December. To register online go to www.inda.org, or call INDA at 919-233-1210.

INDA Names Five Finalists for 2011 Visionary Award



Five consumer products ranging from disposable diapers to wipes to filtration media have been

nominated as finalists for the 2011 Visionary Award.

Now in its tenth year, the Award – which is given annually to a new consumer product that utilizes nonwoven fabrics in its final form – will be presented at the VISION 2011 Consumer Products Conference, January 10-12, 2011 at the Park Hyatt in Carlsbad, California. The finalists will make presentations during VISION 2011

and conference attendees will vote on the recipient of the 2011 Visionary Award.

"It is apparent from this impressive list of finalists that even in a challenging economy consumer products companies have invested in the development of new products," says Visionary Award project coordinator Michael Jacobsen, of INDA, Association of the Nonwoven Fabrics Industry,

organizer of the annual VISION Consumer Products Conference.

“These five finalists represent the most significant advances in incorporating nonwovens technology into consumer products and they are being recognized not only for their technical attributes, but for their novel use of nonwoven fabrics as well,” Jacobsen adds.

The five finalists are:

Global Safety First, Manasquan, NJ ... REDI MASK™ — REDI



Mask™ is a patented Particle Respirator designed to eliminate the problems with mask fit that

plague the respirator market. REDI MASK™ is light, portable, effective and Made in the USA. It utilizes DelStar’s electrostatically charged DelPore® melt blown media and a medical grade adhesive is used around the entire perimeter of the mask.

Kimberly-Clark, Roswell, GA ... Huggies® Jeans Diaper — The



Huggies® Jeans Diaper has a unique blue denim appearance with printed graphics that replicate authentic blue jeans. The U.S. introduction included a newly developed pigmented and printed nonwoven outercover and matching components such as nonwoven stretch ears and a nonwoven landing zone.

Nutek, Chagrin Falls, OH ... Simply Soy® Biodegradable Wipes — Simply Soy®



Biodegradable Wipes both lubricate and clean and feature extra large, biodegradable wipes or towelettes with soy-based lubricants and environmentally-friendly cleaners. Simply Soy® biodegradable wipes feature the same safe chemistry as Simply Soy® lubricant and can be used to clean and lubricate tools and other

metal surfaces to prevent rust-build up.

Procter & Gamble, Cincinnati, OH ... Pampers® Swaddlers and Cruisers with Dry Max™ —



Pampers® Swaddlers and Cruisers with Dry Max™ utilize a new manufacturing process that makes the product thinner while locking in wetness to make it the driest Pampers ever. This process allows the company to get rid of bulky fluff material and put the high powered absorbent gel exactly where babies need it.

Rockline Industries, Sheboygan, WI ... Flushable Moist Toilet Tissue — By modifying the



specifications and the addition of an engineered geometrical quilted thermal emboss design, Rockline was able to create a durable, bulkier, softer moist toilet tissue product that maintains

flushability. The product is more than 95% biodegradable.

Last January at VISION 2010 in New Orleans, Rockline's Regenerated Cotton Wipe received the Visionary Award over four other finalists. Other previous recipients include Ahlstrom's

Disruptor Filter Media (2009); Kimberly-Clark's Spa Sensials personal care treatment (2008); Tyco Healthcare Retail Group's 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).

For more information on VISION 2011: www.inda.org

Filtration 2010 Brought the World of Filtration To Philadelphia



If you are in the business of filtration, then there's a good chance you were in Philadelphia earlier this month as the world of filtration came to the City of Brotherly Love as crowded aisles and standing-room-only conference sessions combined to make the Filtration 2010 International Conference and Exposition the largest and most important filtration industry event in the world.

With the business of filtration continuing to play a vital role in the personal and business applications around the globe, Filtration 2010 drew more than 1400 attendees to the Pennsylvania Convention Center in Philadelphia, Penn., November 30-December 2.

Living up to its reputation as the largest filtration industry event in the world, Filtration 2010 featured 129 total exhibitors. A total of 28 exhibitors were from outside of the United States and 17 were first-time exhibitors at a Filtration show.

"Attendees at Filtration 2010 were able to see and touch the latest developments in raw materials,

machinery and finished products from both established and new companies from everywhere filtration products are made and used," says Rory Holmes, President of INDA, Association of the Nonwoven Fabrics Industry, organizer of the annual event. "The future of the filtration industry was certainly on display at Filtration 2010."

In addition to the Exposition, the well-attended three-day Filtration 2010 Conference focused on a number of vital topics to the business of filtration in 2010 and beyond. "The Conference this year highlighted such vital topics as energy efficiency, sustainability and the environment, in addition to the latest product technology,"

says INDA's Technical Director, Steve Ogle. "It was the best place in the world this year for filtration executives to learn about the technical developments that will continue to drive this business in the 21st Century."

Among the highlights of Filtration 2010:

- Once again, a Best Booths competition was held to recognize and reward the most attractive and innovative displays at Filtration 2010.

Winners were announced in three categories — Large Booth (more than 200 square feet), Ahlstrom Filtration; Small Booth (less than 200 square feet), Finetex; Best Booth for a New Exhibitor, FibeRio Technology.

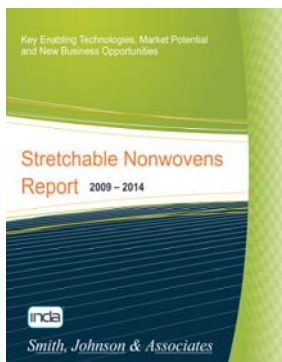
- Attracting a standing-room-only crowd for most of the morning was a session on Sustainability – Innovative Business Models. The topical session featured presentations on the sustainability efforts at

PGI, Freudenberg Filtration, Ahlstrom Filtration, Camfil Farr and 3M.

- Also attracting a large crowd were an Air Tutorial session led by R. Vijayakumar of Aerfil and a first-day session on the Fundamentals of Filtration & Testing, headed by Dr. Norman Lifshutz, Hollingsworth & Vose.

Filtration 2011 is scheduled for November 17-19, 2011 at Navy Pier in Chicago, Ill. For more information: www.inda.org.

Stretchable Nonwovens Report Now Available from INDA



The technologies behind stretchable nonwovens, along with market opportunities and an

explanation of market end uses, highlight the "Stretchable Nonwovens Report," authored by Smith, Johnson & Associates and recently released by INDA.

The extensive report examines the Top 5 Enabling Technologies related to stretchable nonwovens, along with new business opportunities by market segment and an executive summary that ties together all of the information in the report. Also included is a review of market and technology drivers by market segment for stretchable nonwovens.

The Stretchable Nonwovens Report is the first collaboration on a technical report by INDA and

Smith, Johnson and Associates. Primary author Keith Osteen, of Smith, Johnson, points out that this is the most comprehensive report available on new developments and technologies for stretchable nonwovens fabrics and composites.

"We believe this is the most comprehensive report available on the market forecast, new developments and critical enabling technologies for

stretchable nonwovens fabrics and composites," says Osteen.

Among other highlights of the Stretchable Nonwovens Report:

- Value proposition and benefits of stretchable nonwovens
- Industry update, including 38 new developments
- Market end-uses, including a forecast and potential for each

- Two-year key patent and application assessment by technology and company
- More than 100 figures and tables

The complete report is available to INDA Members for \$3,950 and to non-members for \$4,950.

Smith, Johnson & Associates is a full-service, world-wide consulting firm in the businesses, markets, technologies, equipment and materials associated with the

industry of nonwovens. The firm employs a core of nonwovens experts together with a strategic network of Associates around the globe.

For more information or to purchase the Stretchable Nonwovens Report: www.inda.org, or contact Helena Lee, phone: (919) 233-1210 ext. 120, hlee@inda.org.

Six Tools & Strategies for Productivity

Success magazine has compiled a list of tips and tools to help small business owners make the most of their time and their strengths. Here are six tips they offer that you integrate into your day right now:

1 Plan Your Day. While many people rely on their computer's calendar, writing down events and to-do lists in a day planner or journal forces you to spend a few minutes each day setting short-term goals and prioritizing tasks. Reader Simon Ponce uses the

90-Day Success Planner. Of course, the Franklin Covey planner is a beloved classic. And other readers have discovered The 7-Minute Life Daily Planner by Allyson Lewis, who suggests the strategy of a "5 before 11™" list—the five things you want to accomplish before 11 a.m.

2 List Your Goals. Hopes and dreams remain fantasies until you identify them, write them down and create a plan for achieving them.

3 Determine Your Best Time of Day. Are you a night owl? An early riser? You may already know your peak times of day for energy and creativity. If not, take a week and chart the times of day when your energy and attention seem to peak or lag. When do you work quickly or creatively? When do you make the most errors? Once you know your peak times, schedule activities accordingly, keeping in mind that everyone has highs and lows throughout

the day; it's what you do with them that counts.

4 Journal. Not only a diary, a journal is an all-encompassing log of thoughts, ideas, discussions, phone numbers, tasks, planning, reminders, etc. By keeping a journal, you'll have only one place to look for previous ideas, thoughts and plans. One reader commented, "My journal is my productivity tool. It keeps me focused on what is most important every day."

5 Commit to a Peak-Performance Partner. Once a week, have a 30-minute

accountability call with another superachieving peer. Discuss your wins, losses, fixes and ah-has, and challenge each other for better results the following week.

6 Rethink and Renew. Historian Arnold Toynbee said, "Nothing fails like success." Using old strategies to tackle new circumstances may be keeping you from taking greater strides. In his blog, Stephen R. Covey recommends taking time to rethink. "We have to examine our paradigms (our view of things), our tools, our skills to determine if we're approaching the problem in

the right way. As a first step, we may even step back and make sure we've correctly defined the problem. Then we need to see if, based on the evidence of results or lack of results, we need a new approach." If you find you need some new tools or skills, don't be discouraged. "This can be an exciting proposition because you will most likely find new growth and development in the process—this is success!"

Tips to Avoid Labor Disputes



Whether you run a business that has union employees or not, you still want to do what you can to keep the troops happy. No small business owner welcomes a labor dispute, so Allbusiness.com has some advice for keeping

everything running smoothly. According to them, most labor disputes are a result of poor communications and some constructive two-way dialogue can probably help you to achieve an amicable resolution.

Labor disputes can happen for a variety of reasons, but they never arise because your employees are

happy with the current system. Before you respond to your employees' particular requests or demands, ask yourself why they have complaints or are making demands. According to About.com, the top four reasons for union organization and labor disputes all stem from employee desires.

happy with the current system. Before you respond to your employees' particular requests or demands, ask yourself why they have complaints or are making demands. According to About.com, the top four reasons for union organization and labor disputes all stem from employee desires.

- 1 **Higher wages:** Do your workers earn enough to meet the cost of living? Are they paid a fair and competitive wage given their skill set, productivity levels, and education?
- 2 **Better benefits:** What do your employees pay for health care? How comprehensive are the plans that your company offers? What do you feel is a fair price for coverage?
- 3 **Better working conditions:** Does your business conform to regulations on workplace safety? Do you go above and beyond these conditions? Are your employees given time for breaks? Flexibility of schedule? Adequate vacation time?
- 4 **Increased job security:** Do your employees understand that they will only be fired for just cause? Does your employee handbook outline your policies for job termination?

Precisely because labor disputes are so often personal and deep-rooted, it is crucial to listen with respect and understand

effectively. Your employees want to believe that they have a voice, that they can trust their employer, and that they will be treated fairly.

Follow these tips to polish your communication skills and avoid the threat of labor disputes:

- 1 **Don't give conflicting verbal and nonverbal messages.** Nonverbal communication includes your posture, facial expression, mannerisms, and any other form of body language. It has been proven that when an employee receives a verbal message and a nonverbal message at the same time, they usually listen to the nonverbal one. So say what you mean and act like you mean it.
- 2 **Give your employees the tools they need to do their jobs.** If your employees can't get the job done because they lack the proper tools (or training), who's really at fault? Make sure the proper equipment is available before handing out that next assignment.

- 3 **Learn to lead from the background.** You don't have to be a Napoleonic boss in order to be an effective one. Delegate authority properly and provide the instructions, tools, and equipment your employees need to get their jobs done. Then step well enough away. If problems or issues arise, you can always step back in to help.
- 4 **Meet regularly with union representatives.** If you consistently cancel union meetings and avoid union representatives, the next time contract negotiations are on the table you might be surprised to learn that you've become the enemy. Keep the lines of communication open year-round by meeting with union employee reps on a regular basis. Doing so will help you overcome workplace issues while they're still small and easily manageable.
- 5 **Be fair, but don't give away the farm.** There may be times when you'll be tempted to say yes to every union demand, simply to get them off your

back. Don't do it. Instead, understand that it's the nature of bargaining for each party to ask for more than they're willing to accept. As long as you're being reasonable and

following the rules and guidelines of collective bargaining, there's no need to give away the keys to your business.

INDA EVENTS CALENDAR

Please visit <http://www.inda.org/events/index.html> for a complete list of upcoming events organized by INDA.

FILTRATION 2010

International Conference & Expo
November 30-December 2, 2010
Pennsylvania Convention Center
Philadelphia, Pennsylvania

VISION 2011

Consumer Products Conference
January 10-12, 2011
Park Hyatt
Carlsbad, CA

Elementary Nonwovens Training Course

January 25-26, 2011
INDA Headquarters
Cary, NC

INDA Nonwovens Course

February 15-17, 2011
INDA Headquarters
Cary, NC

INDA Annual Meeting

March 28-30, 2011
Washington Duke Inn
Durham, NC

INDA Elementary Training Course

June 7-8, 2011
INDA Headquarters
Cary, NC

World of Wipes 2011

International Conference
June 14-16, 2011
Grand Hyatt Buckhead
Atlanta, Georgia

INDA Nonwovens Course

July 12-14, 2011
INDA Headquarters
Cary, NC

