

INDA's Small Business Newsletter

Covering Issues That Affect You

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INDA SMALL BUSINESS E-REPORT

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.

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IDEAA04 Achievement Awards Presented To Large and Small Companies

Saudi Arabian Producer Wins IDEA04 Entrepreneur Award

FIRST WORD FROM IDEA01: MORE PEOPLE, GREAT PRODUCTS

Dozens and dozens of smaller engineered fabrics suppliers and producers took part in the very successful IDEA04 International Engineered Fabrics Conference and Exposition late last month in Miami Beach, Fla. In addition, a successful expansion into technical textiles, the awarding of the prestigious Achievement Awards and impressive domestic and international attendance were hallmarks of the three-day show.

INDA, the organizer of the triennial engineered fabrics event, reported that attendance at IDEA04 – April 27-29, 2004 at the Miami Beach Convention Center – grew 3% over the previous IDEA show in 2001, also held in Miami Beach. Significant international

attendance, particularly from Asia and South America along with the traditional strong attendance from Europe, contributed to attendance of over 6000 industry executives. About 2000 were first-time attendees.

There were a total of 370 companies exhibiting in 400,000 gross square feet in the Miami Beach Convention Center. There were 47 countries represented at IDEA04.

One contributing factor to the attendance and exhibitor increase was the inclusion for the first time of technical textiles, a move made at the request of both exhibitors and attendees involved in multiple aspects of the engineered fabrics industry. INDA reported there were 20 "technical textiles" companies exhibiting for the first time at an IDEA show, attracting hundreds of new attendees.

"As we anticipated, IDEA04 was an event that dominated the landscape of our business this year," says INDA President Rory Holmes. "For a trade show to grow in this challenging economic and international climate is testament to the vital role IDEA plays in the global engineered fabrics industry."

Smaller exhibitors certainly benefited from the worldwide nature of IDEA04, which reflected the reach the engineered fabrics industry has into all corners of the globe, says Dennis Tavernetti, of BBA Nonwovens and Chairperson of INDA. "Our industry has long benefited from the foresight of its founders to always look beyond their domestic borders for suppliers and customers," Tavernetti says. "IDEA04 was the marketplace for that global business."

IDEA04 ACHIEVEMENT AWARDS PRESENTED TO LARGE AND SMALL COMPANIES

Six companies from around the world were presented with prestigious IDEA04 Achievement Awards recognizing outstanding contributions to the global engineered fabrics industry. The winners of the IDEA04 Achievement Awards were announced during the keynote session of IDEA04. The Awards are sponsored by Nonwovens Industry magazine and INDA.

The Achievement Awards recognize new product introductions in nonwovens and engineered fabrics since IDEA01 in 2001. Companies and products were nominated by the industry late last year and three finalists in each category were voted on through Internet balloting during the month of March.

The recipients were:

- ☪ Raw Materials/Fibers – H.B. Fuller: Hydrolock
- ☪ Machinery/Equipment – Sonobond Ultrasonics: Ringmaster
- ☪ Roll Goods – DelStar Technologies: DelPore Filter Media
- ☪ End Use-Short Life – Unilever, Dove Cleansing Pillows

- ☞ End Use-Long Life – BBA Fiberweb: Typar House Wrap
- ☞ Entrepreneur – Saudi Arabian Advanced Fabrics (see item below)

"These companies represent the best of the best in motivation for the engineered fabrics industry and it is appropriate that their accomplishments are recognized during IDEA04, the largest and most important industry event of the year," says Rory Holmes, President of INDA.

"All of the finalists were winners for having made it so far in an extensive nominating process," Holmes added. "The efforts of all these companies are leading the business of engineered fabrics into the future."

SAUDI ARABIAN FIRM PRESENTED WITH ENTREPRENEUR AWARD

The smaller members of INDA recognized one of their own during IDEA04 when one of the newer members of the nonwovens industry, Advanced Fabrics (SAAF), Al-Ahsa, Saudi Arabia, was presented with the IDEA04 Entrepreneur Achievement Award.

SAAF has aggressive expansion plans that include producing high-performance fabrics through the use of state-of-the-art technology and ultimately becoming a leading manufacturer of engineered materials. While these goals may appear a bit lofty for a company that just began nonwovens production in April 2003, company executives are certain that the timing is perfect for a company focused on development and innovation to enter the nonwovens industry. At its uniquely designed facility in Al-Ahsa, Saudi Arabia, SAAF currently operates a five-beam Reifenhauer spunmelt line, capable of producing 14,000 metric tons of polypropylene-based SSMMS nonwovens annually. While executives recognize some difficulties within the industry, they are certain that SAAF's technology and commitment will help redefine capabilities within the industry and allow it to rise above concerns such as stiff price competition and overcapacity

SAAF plans on developing not only through redefining product capabilities and innovation but also through the development of quality-based relationships with its customers. This strategy is expected to promote strong sales growth, and will ultimately lead to an expansion of the company's production capabilities within the next two years.

THAT'S ALL, FOLKS

The next INDA Small Business e-Report will come to you again June 15 and will certainly include a review of IDEA04. In the meantime, we would love to hear from you. Just email us at [mjacobson@inda.org](mailto:mjacobsen@inda.org) to let us know how you are getting along.

Michael Jacobsen, Editor
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