

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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DUMB BOSSES, PART THREE

In our final installment of “Dumb Boss” stories as told by VISION 2007 Consumer Products Conference speaker John Brandt, CEO of the Manufacturing Performance Institute, we take a look at what he called “The Case of Ignorant Greed.”

It seems an owner felt that his employees were drinking too much coffee, so he bought smaller Styrofoam cups figuring they would drink less. Then he discovered that the stir sticks were too long and knocked the cups over. This man sat in the lunch room and cut the sticks in half (there are about 1,000 per box). Unfortunately, they were now too short and he had to throw all of them away. Great savings plan!

Bonus Dumb Boss Story: One day a worker asked a drafting intern (20-year-old woman) if she understood a particular project and her assigned tasks. The boss overheard and said: "Of course Angie understands. She has a pornographic memory!"

GETTING THE MOST OUT OF YOUR (AND YOUR EMPLOYEES) DAY

How many times have you looked around your bustling small business and said, "There just isn't enough time in the day to get everything done!" Well, there are only so many hours in the day and there isn't a darn thing you can do about it. To help you out, small business expert Tim Knox has written something called “Learn to Focus on What's Important and Farm Out the Rest” and he supplies these three tips for every harried business person.

1. Before you can figure out the best use of your time you need to have a clear understanding of what you're spending your time on now. Create a diary that details your average day and include every task you perform and how much time it took. Account for every minute you spent working for the entire week. At the end of the week list out all the tasks and the times spent on them. Look for ways to delegate the less important tasks, so you don't have to waste your own time on them.
2. E-mail is one of the biggest culprits in time wasting. Try turning off the email program completely and only check it two to three times a day. Better still, farm out the email checking to someone else and instruct them to only forward email to you that requires your personal attention.
3. I'd bet that you also get dozens of calls every week from people that you don't really need to talk to. Let someone else answer the phone and give them implicit instructions not to bother you unless the call is from someone they know you'll want to speak to.

WHY YOU NEED A GOOD COMPANY LOGO ...

Even in a manufacturing driven business such as nonwovens, companies need a strong, easily recognizable identity to set them apart from the competition. A great way to do this is with a good, strong company logo.

Why, you ask? Shouldn't my great products and salespeople speak for themselves? You bet, except when the guy down the street also has great products and an aggressive sales force. So author Robert Marsh offers these "5 Reasons Your Company Needs a Good Logo." (Excerpted from www.legalzoom.com)

1. Great Logos Make Great First Impressions. Before your salesperson knocks on the door and even before they call you, potential customers consider your logo when they decide whom to trust. When people can easily remember your logo, you have a competitive edge.
2. Attract New Customers. Your customers see hundreds of logos a day — and they know a good logo when they see one. By sending the right message to potential customers, your logo helps them choose you over the competition.
3. Stand Out from Your Competition. Flip through the phone book and you'll quickly notice very few logos stand out from the crowd. Differentiating yourself from your competition is critical in winning the battle for customers. Original uses of colors, words, shapes and fonts can set your logo apart from the rest.
4. Keep Loyal Customers. Good service is the key to keeping your customers, but what happens when a competitor moves in with brand new products, clean-cut employees, a professional look and promises to match your service? If your company image isn't as good, your customers may be tempted to try the competition. A great logo convinces high-end customers who look for a loyal, long-term relationship to choose you over the next guy.
5. Earn Trust with Professionalism. "People see our professional logo, and see that we're here from year to year, and that builds trust," said Tina Zoltan, owner of Oak Leaf Landscape in Groveland, Fla. "If we can send the message of professionalism through our logo, a lot of the work is done for us."

INDA SMALL BUSINESS NEWS

IDEA07 SET RECORD FOR INTERNATIONAL ATTENDANCE AND EXHIBITORS

A record number of exhibiting companies and a significant growth in international visitors were the highlights of the successful IDEA07 International Engineered Fabrics Conference and Exposition, held April 24-26 in Miami Beach, Fla.

IDEA07, the triennial event sponsored by INDA, attracted more than 400 companies/divisions as exhibitors, filling almost 400,000 gross square feet (37,000 square meters) of the Miami Beach Convention Center.

Exhibitors said that IDEA07 was a successful show in which they conducted a great deal of business. The level of excitement and energy on the show floor was palpable. The devaluation of the dollar made IDEA07 especially attractive for international companies to come and do business.

A combination of previous exhibitors requesting more exhibit space, 121 companies exhibiting at IDEA for the first time and a greater number of international companies contributed to the record number of exhibiting companies.

In addition, a total of almost 6,000 people from all corners of the globe attended IDEA07.

IDEA07 was also the most international IDEA show in history. Approximately 44 percent of the 400 exhibitors were from outside the United States, and 40% percent of attendees were from outside of the United States. Four country pavilions – one each from Taiwan and Turkey and two from China – contributed to the increased foreign participation.

“With this increasing number of visitors from outside of the United States, combined with the large contingent of international exhibitors, IDEA07 was a truly global event,” pointed out INDA president Rory Holmes. “The world certainly came to IDEA07 and attendees and exhibitors alike were welcomed with open arms.”

Holmes also pointed out that the 121 new exhibitors at IDEA07 were a reflection of the continued growth of this international market. “Much of the innovation in this market is coming from the smaller, aggressive suppliers from both the United States and overseas,” Holmes says. “All of this was on display at IDEA07. I have counted 16 separate new product launches on the show floor.”

SMALL AND LARGE COMPANIES RECEIVE IDEA07 ACIEVEMENT AWARDS

The prestigious IDEA07 Achievement Awards, which recognize the best new nonwoven and engineered fabric products introduced in the past three years, were presented in six categories to five companies of all sizes -- from DuPont to small Italian Start-up Teknoweb – during a special ceremony on the opening day of IDEA07 International Engineered Fabrics Conference and Exposition, April 24, 2007, in Miami Beach, Fla.

DuPont was the big winner of the Achievement Awards, being recognized in two categories, while other winners included Kimberly-Clark, Filtration Group, Dienes and Teknoweb. The Achievement Awards are sponsored by INDA, Association of the Nonwovens Fabrics Industry, and *Nonwovens Industry* magazine.

The IDEA07 Achievement Awards are presented at each IDEA to recognize the best products introduced since the previous IDEA.

This year's recipients:

- ⇒ **Short-Life End Product: Huggies Pull-ups with Cool Alert, Kimberly-Clark.** Other finalists: Swiffer Deep Ridges, Procter & Gamble; Love'N Sanitary Napkin/Panty Liner, Baby/Feminine Care Wipes, WIP srl
- ⇒ **Long-Life End Product: GeoPleat Air Filter, Filtration Group.** Other finalists: HEPA Membrane Filters made with DuPont Teflon, APC Filtration; Eco-Logix Carpet Cushioning System, Shaw Innovation Flooring Systems.
- ⇒ **Roll Goods: Hybrid Membrane Technology, DuPont.** Other finalists: SpectraMax, CEREX Advanced Fabrics; Coated glass fiber-based nonwoven, Owens Corning
- ⇒ **Raw Materials: Sorona Polymer, DuPont.** Other finalists: Dur-O-Set Elite Ultra binder technology, Celanese Corp.; Fortrel Wellcare ADM, Wellman
- ⇒ **Machinery/Equipment: Quik-Set Automatic Positioning Systems, Dienes.** Other finalists: Twin Crown Needle, Foster Needle; Cheetah Folders, S&S Specialty Systems Inc.
- ⇒ **Entrepreneur: Teknoweb Srl**

WOW: INDA TO EXPLORE WORLD OF WIPES

Any smaller companies that do any sort of business in the growing wipes business – from raw materials to equipment to roll goods and converting – will want to be a part of the inaugural World of Wipes (WOW) International Conference, scheduled for July 23-25, 2007 at the InterContinental Hotel in Atlanta, Ga.

This new Conference, organized by INDA, is devoted solely to wipes, with a focus on substrates, active ingredients, packaging, market metrics, industry challenges and market opportunities, particularly in Asia and Europe. A special session will also be held on sustainability in the wipes market.

The Conference is designed for top management, marketing/sales executives, R&D personnel and technical/engineers from all links in the wipes supply chain. WOW was developed by the Wipes Committee of INDA.

To register for the World of Wipes International Conference: www.inda.org, click on e-Registration and choose WOW. Or call INDA at 919-233-1282.

INDA CALENDAR OF EVENTS 2007

Elementary Nonwovens Training Course, June 20-21, INDA Headquarters, Cary, NC

World of Wipes, July 23-25, Intercontinental Buckhead, Atlanta, GA

Nonwovens Training Course, August 14-16, INDA Headquarters, Cary, NC

INTC 2007, September 24-27, Renaissance Waverly Hotel, Atlanta, Georgia

Nonwovens Training Course, October 16-18, INDA Headquarters, Cary, NC

Filtration 2007, November 13-15, Navy Pier, Chicago, IL

Elementary Nonwovens Training Course, November 28-29, INDA Headquarters, Cary, NC

To learn more about any meetings, go to www.inda.org

THAT'S ALL, FOLKS

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.

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