

INDA's Small Business Newsletter

Covering Issues That Affect You

October 16, 2006

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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SMALL GUY WILL BATTLE THE 'BIGS' FOR 2007 VISIONARY AWARD

It's a battle of the little guys against the giants in the nonwovens and consumer products business as six unique consumer products from the United States and Europe – ranging from advanced hygiene products to pet care to beer can construction – have been nominated as finalists for the prestigious 2007 Visionary Award.

Now in its sixth 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 2007 Consumer Products Conference, January 21-24, 2007 in Denver, CO. The finalists will make presentations during VISION 2007 and Conference attendees will vote on the recipient of the 2007 Visionary Award.

Leading the charge for the “small” companies is **Petsleeves Petwear**, from a **U.S. company called Petsleeves**. Petsleeves are part of a unique product category called “petwear,” reusable but disposable apparel for dogs and cats. The retail version is made with a 1.95 osy spunbond polyester from BBA Fiberweb (also available in veterinary model and a version for “work dogs”).

Petsleeves Petwear will be going up against five other finalists from “big” companies:

1. **Cotton Feminine Hygiene Products, Corman SpA, Italy.** These 100% pure cotton napkins and panty liners are designed specifically for women with sensitive skin and for those who prefer a natural alternative. The pads are comprised of a core 100% pure cotton wool for high absorbency, an acquisition and filtration layer of 100% pure cotton nonwoven, a breathable protection layer and a large “secure-fit” adhesive.
2. **Cool2Go Insulating Wrap, DuPont, U.S.** Labatt Blue Cold One cans are wrapped with DuPont Cool2Go, a thin, insulating layer that protects beer from warm hands, condensation and the outside temperature. The Cool2Go wrap is made by placing a nonwoven polymer insulation between two layers of Melinex film, creating a thin thermal barrier that keeps beer colder up to twice as long as conventional aluminum cans.
3. **Johnson Baby Extracare Wipes, Johnson & Johnson, Europe.** The construction of J&J's Baby Extracare Wipes separates the lipid and the aqueous phase of the emulsion, allowing it to incorporate incompatible components in the different phases.
4. **Pampers Cruisers, Procter & Gamble, U.S.** Pampers Cruisers feature a new AbsorbAway Liner with 5 Star Absorbency that helps keep wetness away from a child's skin, even upside down. Cruisers also feature snug leg cuffs for leakage

protection. The new AbsorbAway Liner has a soft mesh weave that also helps hold wetness away.

5. **Swim Pants, Tyco Healthcare Retail Group, U.S.** Through a use of a machine direction stretch film, the Swim Pant product provides BM containment for babies not yet potty trained. This containment is provided without the swelling typically seen in pulp or airlaid cores while the child is in the water. The colorized stretch film allows for smooth side panels providing a swimsuit appearance and aids in the prevention of product sagging and BM leakage.

Last January at VISION 2006 in Denver, Chicopee was presented with the 2006 Visionary Award for its Disaster Relief Blanket. As has become a tradition at the VISION Conferences, Chicopee will make a presentation at VISION 2007 to provide an update on the winning product.

Other previous winners include BBA Fiberweb's Resolution Print Media (2005); Brillo Scrub 'n' Toss (2004), FMJ ChemBio for its Civilian Quick Escape Mask (2003) and Procter & Gamble's Swiffer cleaning system in 2002.

For more information on VISION 2007: www.inda.org

WE MEAN IT: LAST CALL FOR IDEA07 ACHIEVEMENT AWARDS

Because smaller companies have special challenges – and since you are a special reader of the INDA Small Business e-Report – you have one more chance to nominate your product for the IDEA07 Achievement Awards. The deadline is October 25 and all companies are strongly urged to turn in their nominations.

Companies can (and should) nominate their own -- or their customer's -- products for these prestigious awards. This is a great opportunity for smaller companies to compete on the same stage as their larger competitors and to gain recognition throughout the nonwovens and engineered fabrics industry.

The IDEA07 Achievement Awards – being sponsored for the third consecutive IDEA show by INDA and *Nonwovens Industry* magazine – are designed to award innovation within the nonwovens and engineered fabrics industries. Smaller companies have traditionally played a major role in these awards, winning a number of them at both IDEA01 and IDEA04.

The IDEA07 Achievement Awards will be presented during the Opening Keynote Session at IDEA07, April 24-26, 2007, at the Miami Beach Convention Center in Miami Beach, FL.

All members of the global engineered fabrics industry are eligible for the IDEA07 Achievement Awards. These nominations can be made through a number of outlets, including the *Nonwovens Industry* site at www.nonwovens-industry.com and through the INDA website at www.inda.org. A Selection Committee will then select three finalists in each category, and in early 2007 members of the industry will have the opportunity to vote on the recipient in each category.

The IDEA07 Achievement Awards will be presented in six categories:

- ☐ IDEA07 Equipment Achievement Award ... Given to the company with the best equipment new product introduction since IDEA04.
- ☐ IDEA07 Roll Goods Achievement Award ... Given to the company with the best roll goods new product introduction since IDEA04.
- ☐ IDEA07 Raw Material Achievement Award ... Given to the company with the best fiber/raw material new product introduction since IDEA04.
- ☐ IDEA07 Short-Life Product Achievement Award ... Presented for the best new disposable product utilizing engineered fabrics introduced since IDEA04.
- ☐ IDEA07 Long-Life Product Achievement Award ... Presented for the best new durable product utilizing engineered fabrics introduced since IDEA04.
- ☐ IDEA07 Entrepreneur Achievement Award ... for the company founded since IDEA04 that has made a significant impact on the engineered fabrics industry.

Nominations can be made online at www.nonwovens-industry.com or www.inda.org. Anyone with any questions can contact project coordinator Michael Jacobsen at 201-612-6601; [mjacobson@inda.org](mailto:mjacobsen@inda.org).

SMALL BUSINESS TIP: COLLATERAL MARKETING ITEMS EVERY SMALL BUSINESS NEEDS

What do you hand out to your customers after a sales call, or send to them to get them interested in what you have to sell? An interesting small business web site called www.allbusiness.com points out that your company's success may depend in part upon how well you communicate that information, which in turn may depend upon how well you prepare collateral items ranging from company and product fact sheets to biographies of key employees.

Every business should always have the following eight items on hand, ready to distribute. Get them printed today.

1. Company fact sheet. Employees, analysts and media people should be able to learn important facts about your business with a quick look at your fact sheet. Include a brief mission statement (see number 4 below).
2. Product fact sheets. Keep a fact sheet on file for each of your products or services.

3. Bios on founders and senior management. These should include the person's education, relevant experience, awards or honors, and publications that featured the team member or the team member's work.
4. Mission statement. A mission statement can motivate and direct employees and give new hires an idea of how your company works. You can also show the statement to potential investors, lenders or members of the media.
5. Company background. This document is written in paragraph form and should include more detail.
6. Current list of clients/partners. This information may be interesting to investors or potential clients.
7. Press kit. When you open your business or launch a new product, consider sending out a press kit. Press kits also can come in handy if you decide to pitch your business at a trade show.
8. Clip file. Make someone in your office responsible for collecting and maintaining any articles written about your company. Note: If you are thinking about mounting a PR blitz, consider hiring a PR firm to track where press kits were sent, make sure they are received and then monitor the press for mentions of your firm.

INDA ON-LINE DIRECTORY AVAILABLE FOR FREE TO MEMBERS

As an additional service to increase communications among companies in the nonwovens and engineered fabrics industry, INDA is now making access to its On-line International Nonwovens Directory free to its members around the world.

The industry's most comprehensive Nonwovens Directory is accessible to all employees of any INDA member company and can be an invaluable research tool for smaller member companies. The On-line International Nonwoven Directory was previously purchased for an annual subscription of \$140 for INDA members. Access will still cost \$200 per year for non-members of the association.

In addition to being accessible at no charge to INDA members, the on-line directory has been revamped with an improved software package, simplifying both the navigation and search functions. Making the on-line resource even more user-friendly, data can now easily be exported into a readable Excel document or in a PDF form.

The On-line Directory allows users to sort by State, Country, Product Listing and more. Updated daily, the Directory includes listings of more than 12,500 buyers and sellers

from 65 countries in the entire nonwovens supply chain, as well as more than 500 product listings.

The On-line International Nonwovens Directory can be accessed at [INDA's Login Page](#). Users log in using their email address and personal password, then click the On-Line Directory button at the top. Users can then make their report selection at the left of the page and from there can select searches by country, state, zip and also select an export format.

INDA CALENDAR OF EVENTS 2006-07

2006

Filtration 2006, International Conference & Expo, November 28-30, 2006
Pennsylvania Convention Center, Philadelphia, PA

2007

Annual Meeting 2007 (For INDA Members Only), February 25-27, 2007
Marriott Marco Island Resort, Golf Club & Spa, Marco Island, Florida

IDEA 2007, International Conference & Expo, April 24-26, 2007
Miami Beach Convention Center, Miami, FL

INTC 2007, International Nonwovens Technical Conference, September 24-27, 2007
Renaissance Waverly Hotel, Atlanta, GA

Filtration 2007, International Conference & Expo, November 13-15, 2007
Navy Pier, Chicago, IL

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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INDA Small Business e-Report