

INDA's Small Business Newsletter

Covering Issues That Affect You

October 15, 2007

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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DAVID VS. GOLIATH IN BATTLE FOR 2008 VISIONARY AWARD

Companies ranging from among the largest in the industry to the smallest will vie for the prestigious 2008 Visionary Award as six consumer products have been nominated as finalists. Among the nominees are disposable dog diapers from a small company named Do-Rites and consumer shopping bags from an Indian company called Reliance Industries.

Now in its seventh 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 2008 Consumer Products Conference, February 11-14, 2008, in Fort Worth, Texas. The finalists will make presentations during VISION 2008 and conference attendees will vote on the recipient of the 2008 Visionary Award.

The six finalists are:

1. *Curity Brand Nursing Pad, Covidien*

Covidien (formerly Tyco Healthcare Retail Group) redesigned its nursing pad into a three-dimensional lemon shape that provides a more discreet fit. It has a thinner fluff pulp/SAP core for improved dryness and comfort as well as a tissue layer on the top and bottom to better contain the core. It also utilizes a softer nonwoven for against-the-body comfort and a pastel pink poly laminate for discretion and to help minimize see through.

2. *Do-Rite Disposable Dog Diapers, Do-Rites*

Do-Rites are nonwoven disposable diaper/garments that are fashionable and also provide the protection of a disposable diaper, without looking like one. The design contains adjustable nonwoven straps that "keep the diaper on the dog and the dog in the diaper." Also, the nonwoven tail panel has been engineered to prevent the escape of solid and liquid waste.

3. *PowerTex Glass Cleaner, Ecolab*

With applications in both consumer and institutional products, this system offers an environmentally responsible spray bottle cleaning system that uses a chemically impregnated nonwoven "sleeve," a trigger sprayer with a specially designed dip tube system and a bottle. The user fills the bottle with water, inserts the sprayer with the sleeve attached and shakes to create a new bottle of glass cleaner. The bottle and sprayer system may be reused many times.

4. *SpaSensials, Kimberly-Clark*

Targeted at women 40-plus, SpaSensials are an at-home spa-like treatment consisting of intensive moisturizing and conditioning socks and gloves. Advanced technology helps the intensive conditioning formula in SpaSensials products to quickly and effectively absorb into the skin. The nonwoven material keeps moisturizers on the inside, next to the skin.

5. *OMop Dry Sweeper Cloths, Method Products*

The OMop Dry Sweeper Cloths are disposable dry sweeper cloths made from 100% PLA (Poly-Lactic Acid), a plastic derived from corn, and are designed to be used on a custom sweeping tool. Since the base sheet is 100% corn-derived it is annually renewable and compostable, the first of its kind.

6. *Consumer Shopping Bags, Reliance Industries (India)*

Taking advantage of an eco-friendly trend in many parts of the world, these reusable shopping bags are made of reverse printed and laminated BOPP film on a polypropylene nonwoven and are designed to replace conventional paper bags and cotton cloth bags in the grocery and retail market.

Last January at VISION 2007 in Denver, Tyco Healthcare Retail Group was presented with the 2007 Visionary Award for its Swim Pants. As has become a tradition at the VISION Conferences, Tyco, now known as Covidien, will make a presentation at VISION 2008 to provide an update on the winning product.

Other previous winners include 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 2008: www.inda.org

FILTRATION 2007 EXHIBITORS GET FREE PUBLICITY IN DAILY FILTER

If you are exhibiting at the upcoming Filtration 2007 International Conference and Exposition, November 13-15 at the Navy Pier in Chicago, but as a smaller company have a limited marketing budget, then take advantage of the DAILY FILTER show daily newspaper. It will be published during the two days of the Exposition and all exhibitors are entitled to free publicity.

Early editorial submissions will also be featured in the November issue of the e-Filter newsletter, which is sent to thousands of industry professionals around the world.

All publicity and editorial materials should be sent by November 1 directly to editor Michael Jacobsen at [mjacobson@inda.org](mailto:mjacobsen@inda.org).

For advertising opportunities, contact Misty Ayers at mayers@inda.org.

WELCOME NEW INDA MEMBERS!

The following companies have recently joined INDA. Welcome to INDA's latest new members:

- * Aegis Environments (Supplier of antimicrobial agents for nonwovens & fibers)
- * Global Packaging, Inc. (10 Color Flexographic Printer & Bag Converter)
- * Pt. Polysindo Eka Perkasa Tbk. (Indonesian producer of polyester fiber)

* Washington State University (Apparel, Merchandising, Design & Textiles headed by an old friend of INDA's, Karen Leonas)

* Worldwide Label & Packaging, LLC (Diecutting & labeling of flow wrap film for wet wipes)

SMALL BUSINESS ADVICE

DO YOU KNOW HOW MUCH YOUR COMPANY WILL GROW?

Autumn is here and for most small companies that means the planning for 2008 is set to begin in earnest. (At least it should be starting. If not, what are you waiting for? January?)

Anyway, one of the more important first steps for this time of year for small business executives is to hone their skills in strategic thinking, the process where you learn how to make your business vision a reality. It is also a tool to help you confront change, plan for and make transitions, and envision new possibilities and opportunities.

Strategic thinking is like making a movie. Every movie has a context (or story) which it uses to get you to experience a certain outcome (an emotion, in this case) at the end of the movie. Strategic thinking is much the same in that it requires you to envision what you want your ideal outcome to be for your business and then works backwards by focusing on the story of HOW you will be able to reach your vision.

To get you started, here are five different criteria that you should focus on.

1. **Organization.** What should your organization look like? What type of structure will support your vision? How will you combine people, resources, and structure together to achieve your ideal outcome?
2. **Observation.** When you are looking down at the world from an airplane, you can see much more than when you are on the ground. Strategic thinking is much the same in that it allows you to see things from "higher up." By increasing your powers of observation, you will begin to become more aware of what motivates people, how to solve problems more effectively, and how to distinguish between alternatives.
3. **Views.** There are four viewpoints to take into consideration when forming your business strategy: the environmental view; the marketplace view; the project view; and the measurement view. Views can be used as tools to help you think about outcomes, identify critical elements and adjust your actions to achieve your ideal position.
4. **Driving Forces.** What are the driving forces that will make your ideal outcome a reality? What is your company's vision and mission? Driving forces usually lay the foundation for what you want people to focus on in your business (i.e., what you will use to motivate others to perform).

5. Ideal Position. You should now be able to define your ideal position: the conditions you have found to be necessary if your business is to be productive; your niche in the market; any opportunities that may exist either currently or in the future for your business; the core competencies or skills required; and the strategies and tactics you will use to pull it all together.

By working through these five areas, you will begin to get a clearer picture of exactly how your business vision can be accomplished. As your vision becomes more focused, your ideas will appear stronger and more credible. Not only will it be easier to convince others that your idea is a good one, but it will also be easier to maintain your own conviction and motivation when you reach any pitfalls or obstacles in the road.

DO YOU RECOGNIZE YOUR COMPANY HERE?

America's small businesses continue to drive the U.S. economy, but you didn't need us or any U.S. government report to tell you that. But the fact is that the government's Office of Advocacy does compile the most recent and important small business statistics that paint a compelling picture of just how important small business is to America.

Here's what your company is a part of:

- ⇒ Small businesses represent 99.7% of all employer firms.
- ⇒ Small businesses generate more than 50% of the nonfarm private gross domestic product (GDP).
- ⇒ Two-thirds of new employer establishments survive at least two years after start-up, and 44% survive at least four years.
- ⇒ Small businesses employ half of all private sector employees.
- ⇒ Very small firms with fewer than 20 employees spend 45% more per employee than the largest firms to comply with federal regulations.
- ⇒ Minorities own 4.1 million firms that generate \$694.1 billion in revenues and employ 4.8 million workers.
- ⇒ Women own 6.5 million businesses that generate \$950.6 billion in revenues, and employ 7.2 million workers.
- ⇒ In a recent calendar year, an estimated 580,900 employer firms opened while an estimated 576,200 closed.

INDA MEETINGS SCHEDULE

2007

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

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

2008

VISION 2008 Consumer Products Conference, February 11-14, Renaissance Worthington Hotel, Fort Worth, Texas

Annual Meeting 2008 (For INDA Members Only), February 24-26, Hyatt Regency Grand Cypress, Orlando, Florida

2009

INTC 2009 International Nonwovens Technical Conference, September 21-24, Grand Hyatt Denver Downtown, Denver, Colorado

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