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VISION News Consumer Products e-Report

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Welcome to Volume 8, No. 2 of the VISION News Consumer Products e-Report.

The VISION News Consumer Products e-Report is written and distributed every other month for executives within the consumer products and nonwovens industries. VISION reviews the news and events of each month in the disposable diaper, adult incontinence, feminine hygiene, household wipes/cleaning products and filtration markets, among other end uses that utilize nonwoven fabrics.

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AHLSTROM FILTER MEDIA RECEIVES 2009 VISIONARY AWARD

The unique Disruptor nonwoven water filter media from Ahlstrom was named the recipient of the coveted 2009 Visionary Award, presented recently at the VISION 2009 Consumer Products Conference in New Orleans.

Disruptor was selected over four other finalists by the attendees at the eighth annual VISION Conference, which returned to its original location in New Orleans after three years “on the road” following Hurricane Katrina. Held from January 26-29 at the Sheraton New Orleans Canal Street, the VISION Conference was organized by INDA and it annually brings together hundreds of executives from nonwovens and consumer products companies around the world for three days of education and networking.

Now in its eighth year, the Visionary Award is presented annually to a new consumer product that utilizes nonwoven fabrics in its final form. The five finalists made presentations during VISION 2009 and conference attendees voted for the recipient of the 2009 Visionary Award.

The process for the 2010 Visionary Awards will begin with a call for nominations in June.

The 2009 Visionary Award recipient — the Ahlstrom Disruptor nanoalumina fiber, nonwoven water filter media — is a nonwoven, wet laid filter media based on nanoalumina fiber technology. Ahlstrom supplies the fabric to a number of consumer products companies making water purification products ranging from tap filters, shower filters and pre-filters to home reverse osmosis (RO) filters, water pitchers, water coolers and spa filters.

The other four finalists were:

- ❖ The Germy Wormy Sanitary Sleeve from Back Enterprises, a kid-friendly, easy-to-use disposable product that captures germs by teaching children to cough and sneeze into their elbow in a fun way. The product is comprised of a nonwoven laminate containing multiple elastic filaments for the cuffs, an inner layer of breathable film and an outer layer of spunbond polypropylene.

- ❖ Kimberly-Clark's new GoodNites Sleep Boxer for Boys and Sleep Shorts for Girls that give children comfortable protection that looks and feels like everyday sleepwear. They are designed to help protect, with customized protection zones for girls and for boys.
- ❖ Nooby's Booties Disposable Dog Booties from Rotano International are made from spunbond polypropylene and polyethylene and are marketed to fill a gap in the market as a disposable dog bootie.
- ❖ The Once Single-Use Panty from Tredegar Film Products feature a breathable, soft, stretchy and stylish fit that feels like any other panty, but with one difference – it is worn once and then discarded. It is made from a breathable and stretchy nonwoven with comfortable leg and waistbands and a cotton gusset.

Previous recipients of the Visionary Award include 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).

In addition to the Visionary Award, VISION featured three days of topical presentations on issues important to the consumer products and nonwovens businesses, ranging from sustainability/green issues to consumer purchasing habits to the role Wal-mart plays in every aspect of the business.

The 2010 VISION Consumer Products will return to New Orleans from January 19-22, 2010. For photos of the winner and the finalists, contact Mike Jacobsen, mjacobsen@inda.org.

NOMINATIONS BEING ACCEPTED NOW FOR WOW

In another high-profile new product competition designed to reward significant advances in the market for nonwovens, nominations are being sought for the second annual 2009 WOW innovation Awards, recognizing the most innovative advances in technology and products in wipes.

Presented as part of the annual World of Wipes International Conference, the WOW Innovation Award will honor the most innovative advances within the entire wipe value chain, including raw materials and ingredients, roll goods, machinery, packaging and finished products.

The WOW Awards are sponsored by [RISI/Nonwovens Markets](#).

Nominations are being accepted through April 1.

Organized by INDA, the World of Wipes International Conference is the premier global networking and educational conference for the entire business of wipes. It is scheduled for June 22-24, 2009 at the Grand Hyatt Atlanta in Atlanta, GA

To be eligible, a product must be involved in some portion of the process and production of a wipe product introduced in 2008-2009. Nominations should consist of a short abstract of the nominated product and a product sample sent to Michael Jacobsen, INDA, 22 Paterson Avenue, Midland Park, NJ 07432; 201-612-6601. The abstract can be e-mailed to mjacobsen@inda.org.

Companies can nominate their own products. While any number of products can be nominated, only one product per company will be selected as a finalist.

Nominations will be judged on their contribution to the advance of wipes technology and finished product. Other criteria include innovation in meeting wipe value chain needs, commercial viability, creative use of technology, and sustainability.

The nominees will be reviewed by an INDA selection committee and six finalists will be selected to make presentations at the World of Wipes International Conference in Atlanta. Conference attendees will then vote on the recipient of the award and the recipient will be announced on the final day of the Conference.

For more information on the World of Wipes Conference: <http://www.inda.org/>

INDUSTRY NEWS

FREUDENBERG STARTS UP ADSORPTIVE PLANT IN UK

Freudenberg Nonwovens has officially started its production facility for adsorptive products in Littleborough, UK. Freudenberg Nonwovens plans to expand the Adsorptive business into other applications and regions.

"Investing to move downstream the value chain to supply finished and converted performance materials for applications such as adsorptive is a large part of our group strategy," according to Bruce Olson, CEO and president of Freudenberg Nonwovens. "Besides producing nonwoven roll good material, we are focused on adding value through converting as well as finishing and treatment processes such as coating of base materials with activated carbon as we do it in our adsorptive business."

Adsorptive products of Freudenberg Nonwovens are special performance materials with an active carbon finishing treatment to adsorb detrimental agents and toxins and stop unpleasant odor. Active carbon has a very large surface area available for adsorption; just 3 grams of high quality activated carbon has approximately the surface area of a football field. Adsorptive materials are used in critical high-performance applications such as odor absorption in ostomy medical products field and for odor reduction or control in technical applications like NBC protection. Beyond the existing application, Freudenberg Nonwovens is looking to expand the business into new application areas.

Freudenberg Nonwovens currently employs 22 people in Littleborough. All of them have worked for Freudenberg's adsorptive business at the previous production location in Greetland. Freudenberg started the production of staple fiber nonwovens material in the UK in 1956 and currently operates a production plant for hygiene Nonwovens in Greetland/Yorkshire and a surface treatment facility for battery separators in Swindon/Wiltshire.

SUSTAINABILITY STEPS UP AT PGI, CSO NAMED

PGI recently initiated a program designed to strengthen its corporate sustainability program with focused and expanded efforts. As part of this effort, John Heironimus, chief marketing officer for the company, has been appointed to the newly created position of chief sustainability officer (CSO).

Heironimus will lead the company's efforts in sustainability, which will include public measurements of the impact its products and operations have on the environment as well as its social responsibility efforts. The company will begin publicly reporting such areas as energy and water usage as well as carbon emissions by issuing a global score card tracking its progress on its website.

According to the company, its expanded sustainability program demonstrates PGI's leadership as a nonwovens producer in this important area and shows its commitment to partnering with its key customers and suppliers on these crucial initiatives to better the environment and world.

"We are committed to achieving leadership in sustainability in our industry," commented Ronee Hagen, PGI's CEO. "The world's leading companies have embraced the sustainability challenge as a core operating principle and PGI will be no exception as a leading global nonwovens company."

SELLARS' FLUSHABLE AND DISPERSIBLE WIPE

Sellars product line includes a flushable and dispersible wipe called Safe-2-Flush. The dry dispersible product was tested by an independent lab and passed the flushability tests specified in the WERF A.1 Screening Toilet Bowl and Drainline Test standard (Ref: WERF Protocols to Assess the Breakdown of Flushable Consumer Products).

Safe-2-Flush helps to prevent potential plumbing problems associated with toilet clogging caused by use of non-dispersible wipes. While having excellent performance wet, with some agitation Safe-2-Flush is disposable and dispersible, similar to toilet paper.

Applications for the new dispersible wipe include health care, perineum care, general cleaning, disposable bath cloths, hospitality, disposable guest towels, restroom clean-up, floor care and child and elderly care.

Among the benefits the company is touting are excellent dry strength, high absorbency, a cloth-like feel and the ability to help fight cross contamination.

EXXON VISTAMAXX TARGETS HYGIENE APPLICATIONS

Exxon is promoting its Vistamaxx specialty elastomers for a range of applications from nonwovens (especially hygiene absorbent products), elastic films, compounding and polymer modification.

Based on the company's proprietary Exxpol metallocene technology, the elastomers exhibit a combination of attributes that are providing creative potential not witnessed in conventional elastomers. High elasticity, flexibility, drapability, toughness and adhesion to various polyolefins are allowing Vistamaxx specialty elastomers to be tailored for different applications in multiple ways.

According to the company, Vistamaxx specialty elastomers are adding value to an expanding range of nonwoven applications because of their good elasticity with a low permanent set, a high coefficient of friction that reduces slip in fabrics, their ability to bond easily with other materials and their adhesive and elastic properties. When used in cast stretch film applications, Vistamaxx resins offer improved cling performance at reduced dosing levels.

When used in compounding or polymer modification, Vistamaxx specialty elastomers can provide a number of benefits, including transparency and colorability, softness and flexibility, improved impact strength and excellent compatibility with polypropylene.

CLOROX UTILIZING PGI SPINLACE IN NEW WIPE

Polymer Group, Inc.'s Spinlace material is being rolled out commercially for the first time by The Clorox Company in disinfectant household cleaning wipes. PGI launched Spinlace, based on continuous filament nonwovens technology, in 2007 with claims of added strength, absorbency, texturing and other performance characteristics that enhance cleaning in the wipes.

The new Clorox wipes offer consumers a way to clean and disinfect by combining premoistened wipes with cleaners and disinfectants. These thicker, textured wipes with an imaged design made with PGI's proprietary Apex imaging technology deliver better cleaning based on comparison testing.

PGI developed Spinlace fabrics to bridge the gap between value and performance in wipes. Using a more efficient process that eliminates carded manufacturing steps, PGI is combining continuous filament, pulp and its proprietary Apex imaging technology to achieve the performance attributes customers want at competitive prices. PGI can custom design attributes from softness to strength and liquid dispersability right into its material at lower weights to meet customers' request.

PAYCHEST SAYS FLUSHAWAY PASSES KEY TESTS

PayChest Inc. announced recently that that the newly redesigned version of the "Flushaway" feminine hygiene product line has successfully passed two phases of testing, including both bench and laboratory testing.

The "Flushaway" product line contains two main components. Both the flushable pads and liners have a cover stock that is a biodegradable material that is in contact with the consumer. It is similar to major brands and the product line has a biodegradable advantage. The second component is an underlying flushable and biodegradable film that holds the product together and is designed to retain its integrity until it is flushed away, at which time it dissolves. This component usually adheres the product to the woman's underwear.

Flushaway has a newer low cost film planned that will reduce costs compared to previous versions of the product. A recent feasibility analysis from experts in this field also shows an improvement in performance of the new film. This film works with the newly patented design as announced in a previous news release dated Feb.18.

According to the company, "given these developments [we] will deliver a product to the consumer that is of equal or better quality to the major companies in this marketplace (Procter & Gamble, Kimberly-Clark and Johnson & Johnson) while having the added feature of being a flushable product at a comparable price."

PayChest, a global marketing company and developer of technology solutions, and its strategic partner companies market and distribute select products and services worldwide, which provide an increased public awareness to conserve and preserve the world's limited resources.

RKW LAUNCHES PROLIFE BRAND

[From nonwovens-industry.com] RKW recently unveiled a new divisional brand for hygiene and medical products. One of five new divisional brands launched in early 2008, ProLife symbolizes all of RKW's products and services related to hygiene and medical applications. Customers benefit from the expertise and experience in the development and manufacturing of components for diapers, feminine hygiene products, personal care and industrial wipes, incontinence products, wound care, films and nonwovens used in the operating room and much more.

TREDEGAR INTRODUCES FLEXFEEL ELASTIC LAMINATE

Tredegar Film Products recently introduced FlexFeel elastic laminates for diaper ears and large area applications. The company describes the super-soft, stretchable elastic laminates as a breakthrough product that responds to today's market demands for softness, fit and feel. Featuring excellent stretch properties, FlexFeel is expected to help diaper manufacturers build comfort into their products. The new laminate combines a super-soft feel with a strong laminate bond, resulting in a cottony nonwoven that won't separate. Designed to prevent nonwoven failures, it resists delamination even when stretched. According to Tredegar, FlexFeel's unique composition also means lower incidence of pilling and fuzzing, so the end product will have a smooth, uniform appearance. The technology is market-ready and has been fully reviewed for right to sell. FlexFeel is available in a choice of grades and with a range of possibilities.

PATENT REVIEW

Absorbent cores for absorbent diapers having reduced thickness and improved liquid handling and retention performance

U.S Patent US2007704851A 20070209

Applicant: The Procter & Gamble Company

Inventors: Ehrnsperger, Bruno Johannes; Schoenborn, Udo Friedel

Abstract: The present invention relates to absorbent cores for absorbent articles, which are intended to receive and retain bodily discharges such as urine. Such articles are disposable hygiene articles like baby diapers, training pants, adult incontinence articles, feminine care articles and the like. The improvement essentially is based on the recognition that replacing most or all of the cushioning fibrous absorbent material in an absorbent core by a liquid storage material capable of retaining liquid while maintaining

or improving acquisition behavior is desirable as the reduction in cushioning is more than compensated by the gain in comfort. The comfort however can only be achieved if the more fundamental requirements of a diaper in respect to liquid handling are satisfied or improved. Especially if this liquid handling performance is improved beyond the performance of conventional absorbent structures in order to allow creation of thinner and drier absorbent articles, the users of such articles would experience them as providing a more than expected comfort improvement relative to the thinness gain. To provide such absorbent cores and articles made therewith only became possible with the development of new highly absorbent gel materials capable of acquiring, conducting, and storing liquids in here-to-fore unexpected perfection at super absorbent polymer concentrations, which are unknown today. The second aspect allowing this breakthrough development is the ability to maintain the comfort and performance of such high super absorbent polymer concentration articles during the full usage cycle of the article, from dry to fully loaded, especially by improving the ability of the cores to withstand the forces experienced by such articles during use. This ability to remain intact is also often referred to as wet integrity of the core and its improvement is an important objective of the present invention.

In-Vitor measurement of Catamenial tampon systems

Appl. Data WO2008US64937A 20080528

Applicant: Playtex Products

Inventors: Dougherty, Eugene; Edgett, Keith; Salmon, Scott; Turchi, Mario; Ebert, Phillip; Jorgensen, Robert; Bordley, Steven

Abstract: An apparatus for testing of medical products such as a feminine hygiene product, is presented. The apparatus includes a body, a pump and a vaginal canal assembly. The body includes an internal chamber and a bottom surface having a bore open to the internal chamber. The pump provides a fluid to the body. In one embodiment, the fluid is a menses simulant. The vaginal canal assembly includes an interior canal accepting the product. The vaginal canal assembly includes a passage providing the fluid to the interior canal. The apparatus includes a pressure regulator controlling pressure exerted on the vaginal canal assembly from a volume of air within the internal chamber. The apparatus includes a stand. The stand includes a retaining device and a locking device. The locking device cooperates with the retaining device to selectively secure the body in at least one of a rotational position and an angular position.

That's all for this month. Feel free to contact editor Michael Jacobsen at 201-612-6601 or email at mjacobsen@inda.org.

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