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VISION News Consumer Products e-Report

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Welcome to Volume 8, No. 4 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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Important Message from Rory Holmes, INDA President

The following message was sent from INDA president Rory Holmes to all INDA Members as part of the INDA News Summer 2009 issue last month. We felt it important enough for Vision e-News readers that it is included here as well.

In 2008, INDA and our colleagues in Europe, EDANA, jointly published the Flushability Guidelines, which include the definition of Flushability and tests to evaluate the Flushability of a product. If you make flushable wipe products, it is critical that your products pass these tests. The industry is counting on you! Problems at the wastewater treatment facilities with wipes could mean regulation and would impact the entire industry. If we work together, we can prevent regulation.

As President of INDA, I rarely write a message this strong. But as means of explanation, let me explain what has occurred over the past few weeks.

Recently the *Raleigh News & Observer* wrote an article about the problems that wipes were causing at the local wastewater treatment plant. That article was picked up by various media in California, Washington, Michigan and Canada.

Of course, INDA took immediate action and talked with the editor and we anticipate a follow-up article that describes the Flushability Guidelines and the hard work of the industry that developed the guidance document. In that discussion, we stressed the importance of consumer education, because many items are flushed that should not be flushed, including baby wipes, housecleaning wipes, toys and rags. We have scheduled a meeting with the wastewater treatment facility and will be communicating with all facilities throughout the United States.

While consumer education is critical, we must do our part as manufacturers. Recently INDA designed and has made available a logo for “Do Not Flush” that has received industry acceptance. Please use it.

We must ensure that products labeled flushable are indeed flushable!! In a recent INDA-sponsored wipes webinar, Phil Mango underscored this point and said if companies follow the Flushability Guidelines we can prevent regulation. If they don't, we won't.

INDA recently conducted a survey to determine if the industry was complying with the Guidelines. It appears that most companies are implementing the Guidelines. That is the good news! But, just one or two companies not following the Guidelines or labeling products Flushable when they are not could ruin it for the industry. Please Get On Board!

If you need a copy of the Flushability Guidelines or have questions, just give us a call at 919-233-1210 or contact us through the INDA website at www.inda.org.

We are here to help.

[S.C. Johnson's Windex All-in-One Outdoor Glass Cleaning Tool Receives 2009 WOW Innovation Award](#)

Windex Outdoor All-in-One Glass Cleaning Tool, a highly successful new product from S.C. Johnson, was voted the recipient of the 2009 WOW Innovation Award as part of the third annual World of Wipes (WOW) Conference, June 22-24, 2009 in Atlanta, Ga.

The WOW Conference, organized by INDA, is devoted solely to wipes, with a concentration on substrates, active ingredients, packaging, market metrics, industry challenges and market opportunities, particularly in Asia and Europe. A record setting 267 attendees took part in the three-day Conference held at Grand Hyatt Atlanta Buckhead.

The WOW Awards recognize and reward the industry members who bring new and value-added processes and products to the wipes market. For the first time, the WOW Innovation Award was sponsored by Nonwovens Markets (www.risiinfo.com), the twice-monthly newsletter that covers developments in the nonwovens industry around the world.

Following presentations by five finalists nominated by the industry, attendees at the WOW Conference voted Windex Outdoor All-in-One Cleaner Glass Cleaning Tool as the recipient of the second annual WOW Innovation Award. Windex's Special Sheeting Action Formula wipes prevent streaks and spotting and allows the user to clean 20

windows with a single pad. Users can reach up to 11 feet, so they can safely clean outside windows without using a ladder.

“We are very honored to receive the 2009 WOW Innovation Award for Windex Outdoor All-in-One Glass Cleaning Tool,” says Brad Goodwin, SC Johnson Business Vice President, Home Cleaning Division. “At SC Johnson, we are dedicated to innovative, high-quality products. Windex Outdoor All-in-One helps today’s fast-paced families get a streak-free shine for their outdoor windows without having to spend a lot of time or effort, leaving consumers more time to enjoy the outdoors.”

The four other finalists, chosen from products nominated by the industry earlier this year, are:

- ❖ Clorox Green Works Natural Biodegradable Cleaning Wipes. The newest addition to the Clorox eco-friendly cleaning collection is comprised of 100% cellulose fibers and derived from renewable farm-grown trees. The wipes are 99% natural and feature the grassroots environmental organization Sierra Club logo on the package.
- ❖ Evolon Exfolia Beauty Cloths, developed by Freudenberg and Beauty Cloth International and presented by Kleen Test Products. A better complexion in two minutes is promised in this new, gentle method for exfoliation. Exfolia wipes consist of patented Freudenberg Nonwovens’ Evolon fabric and are sold in a number of retail channels. The fibers in the patented Evolon fabric remove dead cells and impurities without acids, chemicals, crystals or machines.
- ❖ PGI Spinlace Nonwoven Fabric. Polymer Group, Inc.’s Spinlace process provides added strength, absorbency, texturing and other performance characteristics that enhance cleaning in the wipes. These thicker, textured wipes with an imaged design made with PGI’s proprietary Apex imaging technology deliver better cleaning based on comparison testing.
- ❖ Prime Label & Screen Rigid Lens II Resealable Flat Pack. This patent-pending Flat Pack features a thick, resealable closure that allows high stack count of wipes. It uses less material and is not as bulky as molded fitments. The effective new hinge design stays open, is more rigid than Peel ‘n Reseal and is more efficiently applied to flow wrap.

The five finalists gave 15-minute presentations during WOW and attendees then voted on the recipient of the 2009 WOW Innovation Award. The Award was presented during a session on the final morning of the Conference.

INDA Now Accepting Nominations for 2010 Visionary Award

The nomination process for the prestigious 2010 Visionary Award is now open to the global nonwovens and consumer products industries.

INDA, which sponsors the annual award, will be accepting nominations through September 1. Now in its ninth year, the award recognizes consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing process.

The 2010 Visionary Award will be presented at the Vision 2010 Consumer Products Conference, January 20-22, 2010, which will once again be held at the Sheraton Canal Street in New Orleans, Louisiana.

The process and criteria for the 2010 Visionary Award are simple:

1. The finished consumer end product must contain a nonwoven fabric or utilize a nonwoven technology during its manufacturing process.
2. The consumer product has to have been introduced to the trade or to consumers in 2008-09.
3. The product cannot have been selected as a finalist in any previous Visionary Award competition.
4. 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.

Products will be judged on their novel use of nonwoven technology, as well as on their consumer and trade acceptance. Eligible consumer product categories include disposable diapers, feminine hygiene products, adult incontinence products, household wipes and home filters, among others.

The nominees will be reviewed by an INDA selection committee and finalists will be selected to make presentations at the Vision 2010 Consumer Products Conference. Conference attendees will then vote on the recipient of the award and the recipient is announced on the final day of the Vision 2010 Consumer Products Conference.

Last January at the Vision 2009 Conference in New Orleans, the Disruptor nonwoven water filter media from Ahlstrom was named the recipient of the 2009 Visionary Award. Other previous recipients of the coveted Visionary Award include Kimberly-Clark's SpaSensials spa treatment (2008); Tyco 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).

To nominate a product, email an explanation of the product to Michael Jacobsen, Visionary Awards coordinator, at [mjacobson@inda.org](mailto:mjacobsen@inda.org). Samples of the product should also be sent to Michael Jacobsen, INDA, 22 Paterson Avenue, Midland Park, NJ 07432 USA.

Call 201-612-6601 with any questions. For more information on the Vision 2010 Consumer Products Conference, log on to <http://www.inda.org/events/index.html>.

INDA, Nonwovens Industry to Once Again Present IDEA Achievement Awards

For the fourth consecutive IDEA show, INDA and *Nonwovens Industry* magazine are co-sponsoring the IDEA Achievement Awards, designed to award innovation within the nonwovens and engineered fabrics industries.

The IDEA10 Achievement Awards will recognize the leading companies, individuals and new products in the global engineered fabrics industry. The awards will be presented on the show floor during IDEA10, April 27-29, 2010, at the Miami Convention Center in Miami Beach, Florida.

All members of the global engineered fabrics industry are eligible for the IDEA10 Achievement Awards. Nominations can be made in six categories through a number of outlets, including the INDA website at www.inda.org and through the *Nonwovens Industry* site at www.nonwovens-industry.com. The nomination process will begin September 1 and will run through November 15.

A Selection Committee will then select three finalists in each category, and in early 2010 members of the industry will have the opportunity to vote on the recipient in each category.

"By partnering with *Nonwovens Industry* we are able to spread the word about these prestigious IDEA10 Achievement Awards and to reach out to all of the individuals and companies deserving of industry-wide recognition," says Rory Holmes, President of INDA, the organizer of the triennial IDEA Conference and Exposition.

"The IDEA10 Achievement Awards promote innovation and recognize outstanding achievement within the worldwide engineered fabrics community and it is fitting that they will be presented during IDEA10, the most important industry trade show of the year."

The IDEA10 Achievement Awards will be presented in six categories:

- ❖ IDEA10 Equipment Achievement Award ... Given to the company with the best equipment new product introduction since IDEA07.
- ❖ IDEA10 Roll Goods Achievement Award ... Given to the company with the best roll goods new product introduction since IDEA07.
- ❖ IDEA10 Raw Material Achievement Award ... Given to the company with the best fiber/raw material new product introduction since IDEA07.
- ❖ IDEA10 Short-Life Product Achievement Award ... Presented for the best new disposable product utilizing engineered fabrics introduced since IDEA07.
- ❖ IDEA10 Long-Life Product Achievement Award ... Presented for the best new durable product utilizing engineered fabrics introduced since IDEA07.
- ❖ IDEA10 Entrepreneur Achievement Award, for the company founded since IDEA07 that has made a significant impact on the engineered fabrics industry.

In addition, the recipient of the IDEA Lifetime Achievement Award will be honored. Cos Camelio, former Technical Director of INDA, was awarded the Lifetime Achievement Award posthumously. Mr. Camelio was selected by the INDA Board of Directors for his contributions to the advancement of the industry for over 20 years.

Previously, former industry executive and INDA Chairman Lee Sullivan and retired Clemson University professor Dr. Edward Vaughn received IDEA Lifetime Achievement Awards at IDEA07 in Miami Beach. Also, former INDA President Ted Wirtz received the IDEA04 Lifetime Achievement Award, and Wayne Hays, one of the founders of INDA and a pioneer in the business of nonwovens, received the inaugural IDEA Lifetime Achievement Award during IDEA01.

Anyone wishing to submit a nomination in any of the six categories can do so by contacting project coordinator Michael Jacobsen at 201-612-6601; [mjacobson@inda.org](mailto:mjacobsen@inda.org).

INDUSTRY NEWS

Fiberweb to Invest in Melt Blown Capacity

Roll goods producer Fiberweb has revealed plans to invest in a significant melt blown capacity expansion at the company's Biesheim, France facility. The investment will significantly increase its capacity for production of air filtration media used in medical facemasks, respirators and HVAC applications.

The Biesheim operation has been manufacturing specialized melt blown products for over 18 years and will utilize this expertise to facilitate increased production of superior quality materials.

Fiberweb expects the new capacity will be operational in January, 2010 and has already received commitments from several key customers that require increased amounts of the filter media. Industry statistics indicate the specialty air filtration business continues to grow despite the global economic slow down and with this investment Fiberweb will be well positioned to support that growth.

Fiberweb, Fitesa Establish Joint Venture

In other Fiberweb news, the company has entered into a 50/50 joint venture agreement with Fitesa in North America to establish the world's second largest spunbond materials manufacturer. Under the name, FitesaFiberweb, the new venture will include Fitesa's assets in South America as well as its planned expansion in the southeast U.S., and Fiberweb's plants in Washougal, WA and Queretaro, Mexico and Simpsonville, TN. The focus of the company will be on lightweight nonwovens for the hygiene products business.

According to Fiberweb CEO Daniel Dayan, the deal provides his company with exposure to new equipment in North America as well as a South American customer base. Fitesa meanwhile will benefit from Fiberweb's experience and its financial and technological support. Together, the joint assets achieved combined sales of \$191 million last year.

PGI to Close AK Plant, Consolidate Operations

Polymer Group Inc. (PGI) will close its North Little Rock, AK, plant and consolidate certain manufacturing operations in its Benson, NC, facility.

The company plans to phase out operations of its North Little Rock facility by the end of March 2010 and relocate portions of its hydroentanglement and fusible fiber businesses to increase efficiency, reduce costs and maintain its high quality levels. These activities will involve upgrading the capabilities of both the hydroentanglement and fusible fiber manufacturing bases at PGI in order to meet developing market needs through capitalization of in-house intellectual properties.

The company's decision to consolidate businesses was due to a number of factors, including the business need to upgrade process capabilities coupled with lower demand for select industrial products.

"PGI's focus on leading market positions and global growth requires a constant assessment of our capabilities compared to the market needs," says CEO Veronica Hagen. "As certain market segments for carded technologies increasingly become commoditized or transition to more cost-effective technologies, we must constantly streamline business operations and enhance our capabilities to maintain

competitiveness. As a result of these activities, we will be upgrading our overall asset base to better meet market needs.”

“Despite efforts to continually improve operations at the North Little Rock plant, the current level and mix of business and future outlook do not support the cost structure of multiple facilities serving these markets,” she adds. “This decision is extremely difficult and we regret the impact this action will have on our employees, but it is a necessary step to maintain our competitive position and effectively serve the needs of our global customer base.”

The North Little Rock plant was built and opened in 1956. It became part of PGI in 1995 when the company acquired the Chicopee business from Johnson & Johnson. After the consolidation is complete, PGI will continue to operate seven plants in the U.S.

P&G Appoints New CEO

Robert McDonald has been elected president and CEO of Procter & Gamble, with former president and CEO A.G. Lafley being named chairman of the board. McDonald had been chief operating officer.

Since becoming president and CEO in June 2000, Lafley had refocused P&G on consumer-driven innovation and consistent, reliable sustainable growth. The Company has more than doubled sales since the beginning of the decade, and has grown its portfolio of billion-dollar brands - brands that generate at least \$1 billion in annual sales - from 10 to 23. According to Jim McNerney, director of P&G’s board, “A.G. Lafley has led the transformation of P&G over the past nine years. P&G is a far more consumer-driven, externally focused and innovative company than it was a decade ago. P&G’s organization is world-class. The Board is confident that A.G. and Bob have made the right choices to deal with current economic realities and have built the leadership team to guide P&G through the decade ahead. It’s the right time for Bob to step up as CEO. The Board is also pleased that A.G. will continue to serve full-time as P&G’s chairman.”

McNerney also expressed the Board’s confidence in Lafley’s successor. “Bob McDonald is the most broadly and globally experienced CEO in P&G history. He has nearly 30 years of brand-building, market development, global business unit and global operations leadership experience across the Company and throughout the world. Bob was elected president and chief executive through a rigorous, disciplined and multi-year succession process led by the Board. The Directors are confident in his business vision and strategy for sustainable growth as well as his ability to build and inspire the capability of P&G employees.”

Kimberly-Clark to Cut 1600 Jobs

In an effort to improve its competitive position and become a leaner organization, Kimberly-Clark Corporation will reduce its worldwide salaried workforce by approximately 1600 positions by the end of the year.

The company previously indicated it was preparing plans to streamline its organization and that it would also accelerate its cost reduction programs, particularly for sourcing and supply chain activities.

It is expected that the organizational changes will generate annualized pre-tax savings of about \$150 million. Anticipated savings of approximately \$60 million, or 10 cents per share, will benefit the company's results during the second half of 2009.

"These actions, while difficult, are necessary to help us emerge from this demanding economic environment as a stronger company," said Tom Falk, Kimberly-Clark Chairman and CEO. "Through these changes we will be a more effective organization, with faster decision-making helping to drive efficiency throughout all aspects of our operations. In addition, by increasing our cash generation, we will be in a better position to take advantage of future growth and innovation opportunities."

Reductions in the workforce will come from all regions and business segments of Kimberly-Clark's global operations and will primarily affect salaried and non-production jobs. The company does not plan to close any of its manufacturing facilities as part of these actions.

Lenzing, Weyerhaeuser Partnership to Build Pilot Line

Lenzing and Weyerhaeuser have commissioned a pilot plant in Lenzing, Austria, to explore the commercial potential of TencelWeb — a new technology to produce nonwoven fabrics directly from lyocell.

The pilot plant gives the companies the opportunity to test the large-scale production of this cellulose-based nonwoven fabric for use in industrial and personal care products. TencelWeb provides an alternative to petroleum-based nonwovens by applying both melt blown and spunbond technology to raw materials made from renewable wood fiber.

"This cooperation combines over 20 years of Lenzing's expertise in the development of lyocell staple fiber and Weyerhaeuser's extensive experience in applying technology to cellulose to create innovative and sustainable products," says Don Atkinson, VP-market development and innovation for the Cellulose Fibers business at Weyerhaeuser.

Robert Smith, new business and innovation director of Lenzing's Business Unit Nonwovens, adds: "Working with key partners in the industry, the next stage of our joint development work will focus on understanding the key process economics and the unique capabilities of TencelWeb."

Kimberly-Clark Partners to End Prostate Cancer

Kimberly-Clark and its Depend brand of adult incontinence products have entered into a partnership with Zero, The Project to End Prostate Cancer, to educate men about the risks associated with prostate cancer. Depend is donating to Zero to help increase awareness of prostate cancer, which can be prevented with early diagnosis. The campaign features sports celebrities Len Dawson, Ken Griffey Sr., Jim Colbert, Joe Cortez and Rod Woodson.

One in six men will get prostate cancer in their lifetime and it is the second-leading cause of cancer-related death for men in the U.S. There are no noticeable symptoms in the early stages of prostate cancer however, it is a slow growing cancer and nearly 100% of men diagnosed in the early stages are alive five years later. Testing should be done once a year and involves only a simple blood test and physical exam, which is covered by insurance in most cases.

Patent Reviews

Landing Zone for Mechanical Fasteners of Disposable Products, Process for Manufacturing Thereof and Process for Manufacturing Disposable Products

Pub. Number: EP2068805

Company: 3M Innovative Properties Co.

Inventor: Hertlein, Thomas

Abstract: The present invention relates to a process for manufacturing a composite web for a use as landing zones for mechanical fasteners of disposable products, e.g., disposable diapers. The process comprises the steps of providing a first web material having first and second opposite surfaces, wherein the first surfaces engageable with the mechanical fastener component, providing a second web material comprising one or more indicia, wherein the second web material has a width smaller than the width of the first web material, and connecting the second web material with the second surface of the first web material to form a composite web. The invention also relates to a landing zone for mechanical fasteners and to processes for manufacturing disposable products and to disposable products as such.

Superabsorbent material and absorbent articles containing said material [U.S. Patents]

Pub. Number: US7537832

Company: The Procter & Gamble Company

Inventors: Carlucci, Giovanni, Pesce, Antonella, Tordone, Adelia Alessandra, Tamburro, Maurizio

Abstract: The present invention relates to the field of absorbent articles for personal hygiene. Specifically, the present invention provides a superabsorbent material having improved absorbency of complex fluids, such as body fluids like menses. Preferred absorbent articles for personal hygiene in the context of the present invention are feminine care absorbent articles.

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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