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**VISION News Consumer Products e-Report**

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Published by INDA, Association of the Nonwoven Fabrics Industry and organizer of the annual Vision Consumer Products Conference

**Welcome to Volume 8, No. 6 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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## **INDA Names Five Finalists for 2010 Visionary Award**

Five consumer products covering a range of end-use applications have been nominated as finalists for the prestigious 2010 Visionary Award.

Now in its ninth 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 2010 Consumer Products Conference, January 20-22, 2010 in New Orleans, Louisiana. The finalists will make presentations during VISION 2010 and conference attendees will vote on the recipient of the 2010 Visionary Award.

“Even in the challenging business climate of the past 12 months, consumer products’ companies have invested in the development of new products and these five finalists of the 2010 Visionary Award are proof of the success of these efforts,” says Visionary Award Chairman Michael Jacobsen, of INDA, Association of the Nonwoven Fabrics Industry, organizer of the annual Vision Consumer Products Conference.

“They represent the most significant advances in incorporating nonwovens technology into consumer products and they are being recognized not only for their technical attributes, but for their novel use of nonwoven fabrics as well,” Jacobsen adds.

The five finalists are:

### **The Dial Corporation/Henkel, Purex Complete 3-in-1 Laundry Sheets**

The product does it all in one easy-to-use sheet. Consumers can use the same sheet from washer to the dryer providing cleaning, softening and anti-static benefits. Each sheet contains the proper amount of detergent, softener and anti-static agent for a single load of wash.

### **Advanced Cleaning Technologies, The Ultimate Cloth**

The Ultimate Cloth is a patented, exclusive technology that makes it “the best cleaning cloth in the industry today.” The Ultimate Cloth is a streak-free window cleaner that cleans and polishes windows, mirrors, windshields and glass as well as many soft surfaces such as leather and vinyl.

### **Rockline Industries, Regenerated Cotton Wipe**

The substrate for the Regenerated Cotton Wipe is made from 100% biodegradable materials – the blend is 25% viscose and 75% cotton. The cotton is produced from the post-industrial waste from the manufacturing of T-shirts, and the recovery process to regenerate the cotton is energy and water friendly.

### **Procter & Gamble, Infinity feminine hygiene pad**

This newest feminine hygiene pad from P&G features a soft cover sheet designed to work with the pad's Infinicel core, Microdots for fast absorption, a new wing design for secure protection, form-fitting channels for leakage protection and a wider design in the back to provide increased coverage.

### **Superior Felt and Filtration/Wein Products, Fitseal disposable respirator mask**

This mask employs nonwoven tribo technology coupled with a medical adhesion system that makes it an effective disposable mask in swine flu/H1N1 protection as well as for use in protection in dealing with SARS, Avian Bird Flu, disaster clean up, emergency response, terrorism and tourism abroad.

Last February at VISION 2009 in New Orleans, Ahlstrom's Disruptor™ nonwoven water filter media received the 2009 Visionary Award. Previous recipients include Kimberly-Clark's Spa Sensials personal care treatment (2008); Covidien's (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).

For complete program and registration information for VISION 2010: <http://www.inda.org/events/index.html>.

### **Nominations Still Open for IDEA10 Achievement Awards**

In other awards news, nominations are still open for the prestigious IDEA10 Achievement Awards, which are once again being co-sponsored by INDA, Association of the Nonwoven Fabrics Industry, and *Nonwovens Industry* magazine. The awards, presented every three years in conjunction with the IDEA International Engineered Fabrics Exposition and Conference, are designed to award innovation within the nonwovens and engineered fabrics industries. Nominations will be accepted through December 31, 2009.

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, FL.

All members of the global engineered fabrics industry are eligible for the IDEA10 Achievement Awards. Nominations can be made in five categories through a number of outlets, including the INDA website at [www.inda.org](http://www.inda.org) and through the *Nonwovens Industry* site at [www.nonwovens-industry.com](http://www.nonwovens-industry.com).

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 through the Nonwovens Industry and INDA websites.

"These IDEA 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," says Rory Holmes, President of INDA, the organizer of the triennial IDEA Conference and Exposition.

Nominations are being accepted in five 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.

Anyone with questions on the nomination process should contact project coordinator Michael Jacobsen at 201-396-7005; [mjacobson@inda.org](mailto:mjacobsen@inda.org).

### **INDA to Hold Wipes Webinar**

In other INDA news, the association will offer — in association with *Nonwovens Industry* magazine — a Consumer Wipes Tutorial webinar on Wednesday, December 9 at 10-11:30 Eastern Standard time. The webinar, which is available for a cost of \$150, is open to both newcomers and industry veterans. The webinar will cover the ‘A-Zs’ of Wipe Technology, including:

- The basics of wipes production
- Become a better buyer
- Compare different technologies
- Get new ideas
- Get up to speed quickly
- Consider new technologies for your products
- Determine the advantages/disadvantages of processes

Featured nonwoven technologies include carding, spunlacing, needlepunching, dry form pump and coform.

Presented by industry veteran Rory Holmes, president of INDA, this is a cost-effective way to learn the basics of this exciting market category.

Registration begins in early November. Visit [www.nonwovens-industry.com/webinars](http://www.nonwovens-industry.com/webinars) to register.

### **INDUSTRY NEWS**

#### **P&G Unveils Thinner Diaper Design**

As part of a recently announced sustainability commitment, Procter & Gamble has unveiled a new diaper design that is 20% slimmer than before without sacrificing

performance. The new design features reduction in key environmental indicators like global warming potential and will reduce the weight of a billion less diapers every three years.

The sustainability commitment is part of P&G's new Future Friendly program, a natural resource educational initiative that will target millions of U.S. households by Earth Day 2010. Future Friendly is a multibrand program that inspires and educates consumers on how to make sustainable choices that can have a positive impact on the environment. As part of this pledge, the company will provide conservation education to at least 50 million U.S. households during the year.

P&G also committed to provide four billion liters of clean drinking water in the developing world through the Children's Safe Drinking Water program by 2012. This will save an estimated 20,000 lives and prevent an estimated 160 million days of diarrheal illness. As part of this effort, P&G will create an awareness campaign to reach at least 300 million people and will significantly expand its efforts to provide safe drinking water to people living with AIDS through new programs by AED, AMPATH, CARE, Child Fund International, FHI, FXB, International Council of Nurses, PSI, UNC-Chapel Hill Medical School, Village AIDS Clinics, and World Vision by providing at least 250 million liters of safe drinking water to this vulnerable population.

### **Huggies Launches Little Movers Diapers with Celebrity Auction**

Not to be outdone in the race for diaper dominance, Kimberly-Clark's Huggies brand is bringing together moms, dads and their speedy, on-the-go babies in Madison Square Park to celebrate Huggies Little Movers Diapers. The brand has teamed up with Angie Harmon to kick-off the Huggies Big Movers shoe auction, with proceeds benefitting non-profit organization KaBOOM!, whose vision is "a great place to play within walking distance of every child in America." Directly following the event, the online auction will go live at [www.huggies.com/shoeauction](http://www.huggies.com/shoeauction).

The auction kicks-off with Angie Harmon's autographed Big Movers sneakers - shoes that get parents moving - going to the highest bidder. Huggies Big Movers sneakers, which were developed in response to Huggies Little Movers Diapers, are bold in color and style, a perfect parental performance-enhancing shoe. In addition to the live auction, attendees will have the chance to test their speed while Angie and ex-NFL husband, Jason Sehorn - with their youngest Little Mover, Emery, by their side - cheer on New York's fastest babies in the Little Movers Adventure Zone, a play area designed specifically for babies on-the-go.

Following the kick-off activities, the Huggies brand is hosting an online auction at eBay Giving Works, where they will be auctioning off shoes signed by an assortment of celebrity moms, dads and parents to-be, including Jenny McCarthy, Jennie Garth and Peter Facinelli, Tori Spelling, Sarah Michelle Gellar and more!

The Huggies Little Movers Diapers were designed with a revolutionary shape and technology to help kids move, scoot and crawl. Huggies Little Movers Diapers stay in place and the diaper features easy on/easy off tabs with a soft, comfortable feel and offer proven leakage protection.

### **First 'Socialist' Diaper Unveiled**

In other publicity-related diaper news, Venezuelan president Hugo Chavez recently appeared on a television broadcast showcasing one of the latest achievements of his decade-long government: a Venezuelan-made diaper that he hailed as "the first socialist diaper."

"Dear lady, if you want your baby to be more beautiful...use diapers made in Venezuela," Chavez pitched to the camera, holding up the package, which was red, the preferred color of his self-styled socialist revolution. The diaper factory, which has 34 workers and runs on Chinese technology, has the challenge of producing 144 million diapers a year, or 10% of domestic demand.

### **Winner Medical Orders Spunlace Line**

Winner Medical Group has entered into a contract with a Chinese machinery producer to purchase a new production line for its PurCotton products. The new line is the company's fourth for the manufacture of PurCotton nonwoven fabrics; it will be installed in Winner's Huanggang, China site and is expected to start production in the second quarter of 2010.

Jianquan Li, CEO said, "The recognition of top-tier clients to the premium quality of our PurCotton products leads to an increasing market demand. Currently, orders from our clients in China, the U.S., Japan and other countries reached approximately 150 tons per month, and it is expected to increase in the future. The new production line will increase production capacity of PurCotton products to meet increasing demand."

PurCotton features innovative, technologically-enhanced fabric offering significant advantages to synthetic nonwoven products. It is more eco-friendly and has greater absorbency and higher tensile strength. Additionally, the company's patented advanced automation and design process, which is obtained in China, the U.S., Russia, Singapore, South Africa, and 34 member states of the European Patent Office, reduces the average cycle time for production of the finished cloth from raw materials.

### **Medline Expands Business**

Medline Industries, the largest privately held manufacturer and distributor of medical supplies in the U.S., will acquire the business and assets of healthcare distributor SunChoice Europe Limited from the Southern Cross Healthcare Group.

SunChoice, located in Warrington, U.K., supplies incontinence, cleaning, janitorial, laundry, infection control, medical consumables, uniforms and patient handling equipment to over 900 nursing homes in England, Wales, Scotland and Northern Ireland. Under terms of the agreement, approximately 46 employees will be joining Medline and the SunChoice name will be retired. Financial terms were not disclosed.

### **Pacon Adds Wipes Line**

Paper Converting Machine Corp. (Pacon) has added a high speed cross fold wet wipe line to its range. The line has a hygienic friendly design and includes leading wetting technology that coats each towel and each side. The machine is capable of running a variety of substrates in 5-100 count towel stacks. Fold widths are 50-65 and 90-115 mm.

### **Ingeo Resins Now Available for Meltblown**

NatureWorks has made two grades of its low-carbon footprint Ingeo bioresins commercially available for the production of meltblown nonwovens, fabrics widely used in such products as wipes and filters.

“As interest grows in polymers made from renewable resources, equipment manufacturers, process developers, and researchers have been exploring solutions that offer meltblown nonwoven fabrics that both perform well and achieve a lower carbon footprint than the existing petroleum-based incumbents,” said Robert Green, director of fibers and nonwovens, NatureWorks.

Mr. Green was referring to meltblown fiber equipment manufacturer Biax-FiberFilm, which earlier this year conducted meltblown tests of Ingeo, made from plant sugars, not oil. Researchers at the University of Tennessee Nonwovens Research Lab (UTNRL) also evaluated Ingeo for its suitability for meltblown fabric substrates using conventional meltblowing equipment. “Our development of an Ingeo meltblown substrate significantly broadens the variety of applications in which this material can be used,” said Doug Brown, president, Biax-FiberFilm. “An Ingeo meltblown nonwoven offers an estimated 30-50% cost savings over conventional fiber-based nonwoven roll goods and a significant advantage in price stability compared to petroleum-based products.”

Mr. Brown also noted that mixing the Ingeo meltblown fiber with wood pulp or viscose greatly enhanced the material’s absorption, making it suitable for a broad range of performance wipes products.

### **Walmart Offers Diaper Home Delivery**

[Walmart.com](http://Walmart.com) is selling makeup, diapers, vitamins and some cold medicine and delivering them to customers’ homes for 97 cents per item. Brisbane, Calif.-based Walmart.com is the online arm of Bentonville, Ark. discount giant Wal-Mart Stores Inc. This move heats up competition with giant online mail-delivery business Amazon.com Inc., which long ago branched out from its bookstore roots to sell everything from

groceries to bicycles to iPods online. Walmart.com now sells diapers, for example, for as little as 18 cents each, when ordered in boxes ranging from \$21.50 to \$40 each.

### **K-C Debuts Cleanroom Apparel**

Kimberly-Clark Professional is introducing Kimtech Pure A5 Cleanroom Coveralls. These new non-sterile coveralls follow the company's recent introduction of a sterile Kimtech Pure A5 Cleanroom Coverall. "Our Kimtech Pure A5 Cleanroom Coveralls are a good choice for both sterile and non-sterile environments," said Damon Larkin, scientific apparel and mask category manager, Kimberly-Clark Professional. "We engineered them to provide the reliable protection required in cleanroom environments, to reduce the chance of contamination and provide for peace of mind."

According to the company, Kimtech Pure A5 (non-sterile) Coveralls are a high-quality, affordable solution for many cleanroom needs. They are easy to don, comfortable to wear, and efficient to stock. Kimtech Pure A5 (non-sterile) Coveralls are available in sizes small through 4XL. A hood and boot covers are also available.

### **Fiber Dynamics Installs Melt Blown Line**

Fiber Dynamics has completed the installation and start-up of a new 2 meter wide meltblown nonwoven line at its High Point, NC facility. Jim Heery, President of Fiber Dynamics, also announced the hire of John Field as Vice President of the meltblown division. John brings with him over 25 years of meltblown industry experience, including in depth knowledge in filtration, facemask, and vacuum bag applications

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That's all for this month. Feel free to contact editor Michael Jacobsen at 201-396-7005 or email at [mjacobson@inda.org](mailto:mjacobsen@inda.org).

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