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September 2009

**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. 5 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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### **Last Call for Visionary Award Nominations**

Don't miss your chance to nominate your favorite nonwoven product for the prestigious 2010 Visionary Award. Nominations for this coveted award, which recognizes consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing process, are open until September 1. (But for readers of this Vision eNews, the deadline is extended until September 10, so don't wait any longer!!!)

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.

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).

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 product, 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.

To nominate a product, email an explanation of the product to Michael Jacobsen, Visionary Awards coordinator, [mjacobsen@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 [www.inda.org](http://www.inda.org).

### **INDA Wipes Report Available**

Did you know that most wipes reports are incomplete? INDA's Wipes Report includes sales estimates for Wal-Mart, dollar, convenience and club stores. Other published reports do not. These additional sales estimates account for more than 50% of total sales.

Buy the report today for **Statistics, Trends & Forecasts for These Markets:**

- Baby
- Personal
- Household Cleaning

**\*\*Bonus with purchase:**

One hour consultation with the report's author, Ian Butler. Go to <http://www.inda.org/> for more information.

### **INDUSTRY NEWS**

#### **PGI Reaches Agreement to Sell FabPro Unit to Tricor Pacific Capital, Inc.**

Polymer Group, Inc. (PGI) has reached an agreement to sell its wholly owned subsidiary, FabPro Oriented Polymers, LLC, to an affiliate of Tricor Pacific Capital, Inc. The agreement is subject to customary closing conditions and is expected to be completed within 30 days. Financial terms of the transaction were not disclosed.

The divestiture is part of PGI's continued execution of its plan to focus on select core businesses built around growth platform technologies in the hygiene, medical, wipes and industrial segments.

The FabPro business includes manufacturing facilities in Kingman, Kansas; Clearfield, Utah; and a converting facility in Guntown, Mississippi. Following the sale, PGI will operate 14 manufacturing and converting facilities in eight countries throughout the world.

Based in Kingman, FabPro is one of the leading manufacturers, developers and marketers of high performance polymers and synthetic fibers for the agricultural, construction and commercial segments. Its products are used in a variety of niche

applications, including agricultural twine and netting, concrete reinforcement and crack reduction, industrial tying and cable filling. Founded in 1975 as a greenfield operation for Exxon Chemical Co., FabPro was acquired by PGI in 1998.

### **[‘A Parent is Born’ Series Debuts on Pampers.com](#)**

Procter & Gamble continues to connect with its target diaper consumer, parents, with a 12-episode web series — entitled “A Parent Is Born” — documenting the real-life journey of a young couple as they experience pregnancy and birth for the first time. The episodes are 4-5 minutes in length and will live on the recently redeveloped Pampers Village Web site, which continues to offer new content and features to delight current parents and parents-to-be where they live, work and play.

The debut of "A Parent Is Born" will also be enhanced by the airing of a 30-minute version of the series on DirecTV's VOD platform from August 24th thru August 30th, and the series will be promoted on TLC that week.

### **[P&G to Invest in Pakistan Facility](#)**

In other Procter & Gamble news, the company will invest \$100 million in a new manufacturing facility in Pakistan. The new plant, which will open next year, will make diapers and laundry detergent and is reportedly part of a company plan to build 19 production facilities in four years, its largest expansion ever.

The 25-acre facility, in Port Qasim Authority, Karachi will roll out in two phases. The first, in June 2010, will handle laundry detergent manufacturing. The second phase, diaper operations, is expected to be running by end of 2011. Combined, the project represents P&G's second Pakistan plant, and its largest investment in the country.

### **[Fiberweb JV Approved](#)**

Fiberweb shareholders have approved a deal to form a joint venture between its North American assets and Brazilian roll goods producer Fitesa. The deal creates the second largest producer of spunmelt nonwovens in the region.

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.

### **Weyerhaeuser Completes Sale of Commercial Business to Atlas Holdings LLC**

Weyerhaeuser Company has completed the sale of its Commercial business to a wholly-owned subsidiary of Atlas Holdings LLC. Terms of the sale were not disclosed.

The transaction includes four manufacturing plants focused on the commercial construction market (located in Chino, CA, Hillsboro, OR, Delaware, OH and Stayton, OR) and 13 sales and engineering offices. About 230 employees will transfer from Weyerhaeuser to Atlas as a result of the transaction. The sale provides the unit with a new owner that has the focus and long term interest required for the commercial segment, said a company executive.

### **Wet Naps to Expand into U.S. with Environmentally Friendly Wipes**

Israeli-based Wet Naps Ltd. recently launched an aggressive plan to expand in the U.S. with environmentally friendly wipes for the automotive market. The company plans to introduce dashboard, window and interior wipes in about three months. "The company is very keen on environmental issues. We believe that eventually people will pay a little bit more money and will start buying products which do not pollute the environment," asserted Ilan de Vries, CEO.

To support the new effort, Wet Naps has invested close to \$1 million in an Elsner perforation machine as well as filling accessories. "We are working with two main suppliers, N.R. Spuntech, and Vaporjet. Spuntech has developed a very interesting cloth for household/automotive products that is made from a combination of cotton, viscose and polyester," de Vries said.

In addition to supplying antibacterial wipes, the firm is developing antimicrobial products that it anticipates will meet EPA guidelines. Wet Naps already sells adult, baby, and cosmetic wipes in the U.S.

### **K-C Debuts Flushable Wipes**

Believing sensitive skin care has no boundaries, Kimberly-Clark Corporation is introducing improved Cottonelle Aloe & E toilet paper and new Cottonelle SoothingClean flushable moist wipes. These extra gentle products offer a combined solution that help make it easy for consumers to care for sensitive skin in their most sensitive spots.

Sensitive skin is a big concern for many consumers. Some 67% of women claim to have sensitive skin, and 40% of adult consumers report 'minor skin irritation down there', said Courtney De Salvatore, brand manager. "Cottonelle Aloe & E toilet paper and Cottonelle SoothingClean flushable moist wipes help make caring for sensitive skin on bottoms an easy part of users' daily personal care routine."

Cottonelle SoothingClean flushable moist wipes are new to the market and are dermatologist tested. The product is alcohol free, enriched with Aloe & E, gentle enough for everyday use, and breaks up after flushing.

To help educate consumers about sensitive skin care—in a gentle, cheeky way —the Cottonelle brand has established the Cottonelle Institute of Sensitive Skincare online at [www.cottonelleinstitute.com](http://www.cottonelleinstitute.com).

### **K-C Professional Receives Green Certification**

In other Kimberly-Clark company news, Kimberly-Clark Professional is the first away-from-home tissue products provider in North America to receive Forest Stewardship Council (FSC) chain-of-custody certification for a broad range of tissue and towel products.

"FSC standards are globally recognized as the highest social and environmental standards in forestry," said Richard Thorne, vice president of Kimberly-Clark Professional North America. "This certification enables us to support forest stewardship as well as continue to provide a wide range of sustainable product choices for our customers."

The certification applies to a variety of Kimberly-Clark Professional tissue products marketed under the Kleenex and Scott brand names for the away-from-home market. The products will feature the FSC label on their packaging starting in September 2009. The label certifies that the wood fiber used to make the products comes from well-managed FSC-certified forests or from post-consumer recycled fiber. FSC chain of custody procedures provide a link between the forest where the fiber originated and the product into which it is manufactured. Possession and transfer of wood fiber from the FSC-certified forest are tracked through every stage of manufacture.

### **Flu Season Increases Demand for Medical Face Masks**

News about H1N1 (commonly known as human swine flu virus) and the approaching flu season adds to the urgency to provide low cost and effective barrier filtration to prevent or delay the spread of flu-like illnesses. Monadnock has aligned a portfolio of air filtration media with various weights of polypropylene nonwoven from 10 grams per

square foot to 36 grams per square foot with exceptionally low air resistance to meet the global challenge.

Monadnock Non-Wovens LLC of Mount Pocono, PA, has a firmly established surgical face mask business supplying qualified roll goods to converters and producers of medical face masks for the dental and hospital markets. The key is to produce consistent media with a suitable combination of filtration and breathability that is easy to process and convert into a variety of face mask configurations. A standard test is the Bacterial Filtration Efficiency test (BFE). In combination with other nonwovens, these products meet the F 1862 standard for low, moderate and high resistance to synthetic blood penetration and particle retention -- typically 95%, 99%, or better than 99% efficiency. Monadnock uses NIOSH Respirator Test Protocols to qualify the media including critical solid particle challenges. Products made with Monadnock's face mask media meet the most rigorous BFE requirements. Monadnock is an active member of the ASTM (American Society of Testing Methods) F23 committee.

The Monadnock range of medical face mask media has been developed over 10 years and now includes a family of roll goods to meet most market requirements including the fast growing consumer or home market. New machinery was developed and installed in 2008 to improve quality and boost capacity by 50% to help meet the growing market demand.

Monadnock Non-Wovens, a subsidiary of Monadnock Paper Mills, Inc. of Bennington, New Hampshire was established in 1999 to manufacture nonwoven material for the fast-growing filtration, medical face mask, healthcare and homeland security markets.

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

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