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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 9, 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.

New Exhibitors Driving Growth at IDEA10 in April

An impressive collection of first-time exhibitors from around the globe have combined with a strong lineup of returning companies to make the IDEA10 International Engineered Fabrics Conference and Exposition close to a sell-out once again.

With little more than two months remaining until IDEA10 opens its doors in the Miami Beach Convention Center in Miami Beach, Fla., the exposition floor is almost 90% filled, according to INDA, organizer of the triennial nonwovens and engineered fabrics industry trade show.

Driving this sales performance is the addition of more than 80 new exhibitors coming from virtually every corner of the world where nonwovens are supplied, produced and used.

"The nonwovens industry has always been about innovation, driven by new, smaller companies investing in the future of this business," points out Rory Holmes, President of INDA. "The impressive showing of new exhibitors

at IDEA10 is an indication that this trend continues and that newer companies are taking an active leadership role in the future of our industry."

Three years ago IDEA07 was the most international IDEA show in history. Now, in addition to showcasing new companies IDEA10 will once again have a distinctly foreign flair. At IDEA07, 44% of exhibitors were from outside of the United States, with 40% of the 6,000 attendees coming from foreign countries. Holmes expects that once again close to half of IDEA10 exhibitors will be foreign-based.

"The international acceptance of IDEA10 reaffirms the event's role as a truly global event and points to the global strength of the nonwovens industry as a whole," Holmes adds. "Indeed, the world will be coming to Miami Beach for IDEA10 in April and we are proud to host everyone."

Booth sales have been brisk since the beginning of the year, reports Marilyn Bellinger, Associate Director of Sales at INDA. Past IDEA exhibitors reserved their space early, and now most of the recent

activity has been from the first-time, international exhibitors making IDEA10 a part of their 2010 trade show calendar.

Stressing that there is still room on the show floor for companies interested in participating in IDEA10, Bellinger says, "We are on

track to have the most successful IDEA ever and we anticipate the show floor will be virtually sold out when IDEA10 opens on April 27."

For more information on IDEA10 International Engineered Fabrics Conference and Exposition: www.idea10.org



Finalists Selected For IDEA10 Achievement Awards

A total of 16 of the most innovative and successful new products in the nonwovens and engineered fabrics industries of the past three years have been nominated as finalists for the prestigious IDEA10 Achievement Awards. The finalists were selected from submissions in five separate categories and the winners will be announced during the IDEA10 International Engineered Fabrics Conference and Expo, April 27-29, 2010 in Miami Beach, Florida.

The IDEA10 Achievement Awards, co-sponsored by INDA and Nonwovens Industry magazine, recognize the leading new products in five separate categories – Equipment, Raw Materials, Roll Goods, Short-Life End Product and Long-Life End Product – in the global engineered fabrics industry introduced since IDEA07.

"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.

Matt Carey, publisher of Nonwovens Industry, points out that IDEA10 is an ideal venue for promoting and rewarding innovation in the industry. "We have been intimately involved in this industry for more than three decades, and this partnership with INDA allows us to recognize the individuals and companies that have made the industry what it is today," Carey says.

The industry will select the recipients in each category through online voting beginning this week at both www.nonwovens-industry.com and www.inda.org. Voting will remain open through April 1.

The finalists:

EQUIPMENT

1. Elmarco: Nanospider™ Production Equipment
2. ITW Dynatec: Vector™ Modular Metering Platform
3. Teknoweb Srl: Futura Wet Wipes Converting Machine

RAW MATERIALS

1. Bostik: Relyance™ Adhesive
2. Kraton Polymers: MD6705 Stretch Technology
3. Tredegar: FlexFeel™ Elastic Laminate

ROLL GOODS (four finalists selected

- due to a tie in the selection voting)
1. Ahlstrom: Disruptor® nonwoven water filter media
 2. Hollingsworth & Vose: Capaceon™ filter media
 3. PGI: Spinlace Nonwoven
 4. Sandler AG: sawasorb® exterior

SHORT LIFE CONVERTED PRODUCT

1. Henkel/Dial: Purex® Complete 3-in-1™ Laundry Sheets
2. Procter & Gamble: Always Infinity feminine hygiene pad
3. S.C. Johnson: Windex™ Outdoor All-in-One Cleaner

LONG-LIFE CONVERTED PRODUCT

1. DuPont: DuPont Nomex® KD
2. OMNOVA Solutions: Ecore™ Advanced Wall Technology
3. TenCate: TenCate GeoDetect®

For a complete description of the nominated finalists and to vote for the recipient of the IDEA10 Achievement Award in each of five categories, go to www.nonwovens-industry.com or www.inda.org.

For more information on IDEA10 International Engineered Fabrics Conference and Expo, April 27-29, 2010 in Miami Beach, Fla., go to www.idea10.org.

INDA Publishing IDEA10 Newsletter to Attract Attendees

INDA continues to publish its IDEA10 newsletter to draw more attendees for exhibitors. The newsletter is being sent via email to thousands of potential IDEA10 attendees worldwide each month up until the show, April 27-29, 2010 in Miami Beach, Fla.

This is an ideal opportunity for all companies — and smaller busi-

nesses in particular — to gain the attention of present and potential new customers by highlighting new or improved products that your company will be showcasing at the IDEA10 exposition.

There is no cost for inclusion in the IDEA10 newsletter. All that exhibitors need to do to be included is to get creative and send information on and

photos of products they want customers to see at IDEA10. A one or two paragraph description along with a photo of the product or products is all that is needed. The information should be mailed to [mjacobson@inda.org](mailto:mjacobsen@inda.org).

The IDEA10 newsletter began publishing in December and runs through April 15th.

Industry News

Toys R Us Develops New Line of Baby Care Products

Children's retailer Toys R Us, Inc. has introduced an exclusive line of baby essentials—including diapers and wipes—under its Babies R Us brand name.

"Babies R Us has long been a destination and trusted resource for new and expectant parents as they navigate through the early stages of parenthood. We are proud to leverage our position as the baby product authority to offer parents a line of must-haves for their babies from a name they rely on and recognize," said Jerry Storch, chairman and CEO, Toys R Us, Inc. "The Babies R Us line of essentials provides our value-conscious shoppers with a lower-priced alternative that matches the

quality of other trusted brands in our stores."

The Babies R Us-branded diapers are available in two varieties – Basic and Supreme – available in newborn to size 6 and offer super absorbency. With advanced leak protection, stretchable grip tabs and a comfort stretch waist, Basic Diapers aim to keep babies rash-free, as they contain ingredients from popular rash ointments, including vitamin E, aloe and zinc oxide and are perfume- and latex-free. Supreme Diapers provide extra comfort and protection including comfort leak side guards to maximize leak protection, an extra absorbent core for overnight use, size indicator and a soft moisture-proof cover. Prices ranging from \$10.99 to

\$24.99, up to 40% less than brand name equivalents.

Meanwhile, the baby wipes feature thicker, textured substrate technology for superior cleaning. Babies R Us Basic and Supreme Baby Wipes are available in scented or fragrance-free varieties. The wipes are hypoallergenic, alcohol-free and moistened with a mild cleansing solution gentle enough for baby's face and hands. Both varieties of wipes are available in soft solo packs that are perfect for on-the-go cleanings or larger box containers for home. Prices are up to 33% less than comparable national brands.

P&G Takes Products Direct to Web

In a closely watched move, Procter & Gamble is taking hundreds of its products directly to consumers through a new website it is testing. This move will put the manufacturer of Pampers diapers in direct competition with the some of its biggest customers — traditional retailers.

Although many products are sold online through retail Web sites, household products have been slow to shift online. Part of the problem has been logistical as products such as laundry deter-

gent and diapers are bulky and expensive to ship.

However, in recent months, websites have been finding ways around these hurdles and are entering the space. This includes Wal-Mart, which recently began shipping beauty products, Amazon.com and other independent online-only retailers.

At the same time, P&G has been exploring its possibilities online. It bought a stake in British online grocer Ocado, mainly to study its business and has been doing "job swaps" with Google to better understand the

online world. P&G's acquisition of Gillette, which owned a third-party website The Essentials, also helped increase the company's knowledge of online retailing.

According to the Associated Press, P&G's latest venture, the eStore, will be run by PFSweb, Texas-based manager of ecommerce sites including that of cosmetics retailer Sephora. It's unclear what the pricing strategy will be at this time, but shipping will initially be a flat rate of \$5.

NAD Recommends K-C Discontinue Certain Claims for Huggies

P&G competitor Kimberly-Clark has come under the scrutiny of The National Advertising Division (NAD) of the Council of Better Business Bureau, which has recommended that K-C discontinue advertising claims that state its Huggies brand diapers provide "unbeatable" leak protection and "nothing stops leaks better."

NAD, the advertising industry's self-regulatory forum, examined the performance claims, following

a challenge by P&G, and noted in its decision that the key evidence supporting the claims came from home-use testing conducted from 2006-2008 on various Huggies and Pampers products. At issue is the fact that the home-use testing did not include either the advertiser's Luvs brand diapers or private-label diapers—which together account for a significant portion of the market—or certain Huggies products on which the claims at issue were featured. NAD also noted it was troubled by the

statistical analysis of the test results.

Kimberly-Clark, in its advertiser's statement, said the company respectfully disagrees with NAD's findings. "However, notwithstanding our disagreement, Kimberly-Clark supports the self-regulatory process and appreciates the NAD's efforts to resolve this matter. We will take the NAD's recommendations into account in developing future advertising," the company said.

Glatfelter to Buy Concert

Glatfelter, a global manufacturer of specialty papers and engineered paper products, has signed a definitive agreement to purchase airlaid nonwovens manufacturer Concert Industries from Brookfield Special Situations Management

Limited, an affiliate of Brookfield Asset Management Inc. for a reported \$235 million.

Based in Quebec, Canada, Concert is a leading global supplier of highly absorbent cellulose-based airlaid

nonwoven materials, used to manufacture a diverse range of consumer and industrial products for growing global end-use markets, including feminine hygiene and adult inconti-

nence products, specialty wipes and food pads. Approximately 80% of Concert's sales come from the feminine hygiene market, which is expected to grow at a compound annual growth rate of approximately 5% for the next four years. In 2009, Concert's sales were estimated at \$203 million and earnings were approximately \$25 million.

Concert employs about 600 people at its two state-of-the-art facilities in Gatineau, Quebec, Canada and Falkenhagen, Germany. In response to rapidly increasing customer demand, Concert recently invested approximately \$70 million to install a new line at its Falkenhagen facility, which increased its annual rated capacity by 18,000 metric tons to a total of 84,000 metric tons. The new line successfully began com-

mercial production during the fourth quarter of 2009 and is expected to ramp up significantly in the 2010-2011 period.

"We view Concert as a natural fit for our business and right in line with our growth strategy," said George Glatfelter II, chairman and CEO of Glatfelter. "This acquisition will combine the strengths of two highly-regarded specialty producers and provide us with another industry-leading global business that sells highly specialized, engineered fiber-based products to niche markets with substantial barriers to entry. Concert participates in markets that are adjacent to markets we currently serve. It utilizes technologies that are familiar to us and broadens our relationship with premier global consumer products companies. In addition, Concert will create additional growth opportunities globally

for Glatfelter, particularly in developing markets such as Asia, Central and Eastern Europe and South America." Glatfelter plans to finance the acquisition through a combination of cash on hand and debt. As of November 30, 2009, Glatfelter had a cash balance of \$136 million and an additional \$194 million available under its revolving credit facility.

The proposed transaction, which is subject to customary closing conditions, including receipt of German regulatory approval, is expected to close by the end of the first quarter of 2010. Upon closing, Glatfelter plans to operate Concert as a third business unit along with Specialty Papers and Composite Fibers.

Airlaid Producer to Start Up in Finland

In other airlaid news, a new airlaid venture, under the name Lacell Oy, is starting up in Finland. The new facility is using Anpap airlaid technology on a complete production line capable of processing raw materials, creating nonwovens and

post-processing including winding and roll wrapping. The annual capacity of the production line is 7500 tons.

"For us, a complete turnkey production line is an important reference point on the international market,

which is our main focus. The nonwovens market is growing strongly, and there will be significant investments over the coming years in many countries," said Pentti Pirinen, managing director of Anpap.

Unicharm to Expand in Africa

Unicharm is building a plant for the production of diapers and other sanitary products in Egypt with a projected start date of 2012. Although Unicharm has established a joint corporation with a

local subsidiary in Saudi Arabia in the Middle East, diaper production in the area could not meet increasing demand. Therefore, the new plant—Unicharm's first build in Africa—will help serve demand in the

Middle East and Africa where populations are rising.

SCA Invests in Russian AI Market

Russia is the target of a new investment from SCA, which will build a production line for incontinence care products. The announcement follows the company's assessment that the market for incontinence care products is expected to grow considerably in the near future. SCA has been established in the Moscow region since 2008, when it

installed baby diaper manufacturing lines there.

To meet the anticipated consumer demand, SCA has decided to invest in a production line for incontinence products at its plant in the city of Veniov in the Tula district some 180 kilometers south of Moscow.

Once the plant is in place during 2011, SCA will be able to substantially decrease its imports from its plants in Olawa, Poland, or Gennepe, Holland. Thereby, high costs for transports and duties will be lowered. The investment for the new production line for incontinence care products will be approximately SEK 138 million.

PGI to Invest in Nonwovens Technology in U.S. and Asia

Expansion plans are also in the works at Polymer Group, Inc., which will add state-of-the-art, custom-made spunmelt lines in the U.S. and China to serve the hygiene and healthcare marketplace. Already the largest spunmelt producer in the world, PGI will begin construction on the projects in early 2010, and material is expected to be commercially available in mid-2011.

With the expansion, PGI will employ industry-leading technologies, combined with recent proprietary technological developments,

to deliver differentiated products to customers that will achieve improved barrier, softness and opacity versus current marketplace capabilities for use in such products as diapers, and surgical gowns and drapes.

"This expansion in product capability and capacity is part of PGI's ongoing strategy to provide superior solutions to the marketplace and meet customers' stated needs for higher performing products with an optimum combination of barrier and comfort," said Veronica Hagen, chief executive officer of PGI.

The latest expansion is part of PGI's continuing strategy to optimize its global footprint, following investments by the company in Mexico and Europe in 2009.

"PGI's ongoing investment in global research and development has led to substantial product differentiation and innovation," said Mike Hale, PGI's chief operating officer. "Combined with our best-in-class converting performance, service, professional sales and technical support, PGI provides customers with the support they need to drive solutions for today, as well as for the long term."

PGI Releases Inaugural Sustainability Report, Establishes Center for Excellence in Nonwovens Research

In other PGI news, the company recently released its inaugural 2008 Sustainability Report prepared following the Global Reporting Initiative (GRI) framework used by leading companies. Available online

(www.polymergroupinc.com/en/about_us_sustainability.php), the first report covers PGI's sustainability initiatives in 2007-08.

PGI also has become an organizational stakeholder member in GRI, a worldwide network-based organization

that pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide.

In addition, PGI is participating in a pilot program with the Paris-based Organization for Economic Cooperation and Development (OECD) to develop a globally standard sustainability tool kit for manufacturers. PGI also co-chairs the INDA Association of the Nonwoven Fabrics Industry's Sustainability Committee.

PGI named John Heironimus as its first chief sustainability officer early in 2009 and made GRI reporting a

key goal. Heironimus also co-chairs the INDA Sustainability Committee and is active in making industry-wide progress on key issues. PGI will continue to report results on this basis annually and publicly report progress.

In other company news, PGI is also planning to establish a research "Center of Excellence" (COE) to develop new nonwoven technology platforms yielding differentiated, higher-performing materials for the global healthcare, hygiene and indus-

trial markets. The newest regional COE will be located at the PGI facility in Suzhou, China, in an expanded research facility. The center will focus on developing new technologies to significantly improve barrier, opacity, breathability, softness and comfort in engineered polymeric materials.

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).