



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

Welcome to Volume 9, No. 3 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.

Five Companies – Including Purex – Receive IDEA10 Achievement Awards

The IDEA10 Achievement Awards, which recognize the best new nonwoven and engineered fabric products introduced in the past three years, were presented in six different categories during a special ceremony on the second day of IDEA10 International Engineered Fabrics Conference and Exposition, April 28, 2010, in Miami Beach, Florida.

The IDEA10 Achievement Awards are co-sponsored by INDA and Nonwovens Industry magazine. They are presented to the leading new products in five separate categories – Equipment, Raw Materials, Roll Goods, Short-Life End Product and Long-Life End Product – as well as a special award in the Entrepreneur category.

Nominated by the industry and chosen by online voting earlier this year, the five winners were:

IDEA10 Machinery/Equipment Achievement Award:

ITW Dynatec: Vector™ Modular Metering Platform

IDEA10 Fibers/Raw Materials Achievement Award:

Bostik: Relyance™ Adhesive

IDEA10 Roll Goods Achievement Award:

PGI: Spinlace

IDEA10 Short-Life Converted Product Achievement Award:

Henkel/Dial: Purex® Complete 3-in-1™ Laundry Sheets

IDEA10 Long-Life Converted Product Achievement Award:

DuPont: Nomex® KD

In addition, an IDEA10 Entrepreneurial Achievement Award was presented to Fi-Tech, which in 2009 took the uniquely bold step of forming a joint venture company with Owe Gaedike, and successfully completing the purchase of Oerlikon Enka Tecnica GmbH.

“IDEA10 is the only place this year that the entire industry is in one place at the same time and it is appropriate that the Achievement Awards be presented here because these companies and individuals have

IN THIS ISSUE

P1 Five Companies Receive IDEA10 Achievement Awards

P2 Rug Doctor Launches Disposable Carpet Cleaning Wipe

P3 Kimberly-Clark Launches U by Kotex

P3 K-C Wins Leadership Awards

P4 Pampers Debuts Pampers Swaddlers and Cruisers With Dry Max

P4 PGI To Expand Waynesboro Facility

P5 SCA Reorganizes Manufacturing

contributed greatly to the advancement of our industry," said INDA president Holmes. "All of the finalists already have my thanks and appreciation for their contributions to our business in the past three years."

Added Matt Carey, publisher of Nonwovens Industry, "Like our friends at INDA, we are proud to be able to recognize the companies and individuals that are responsible for the growth of this business and for the success of IDEA10 and of the nonwovens industry."

In a special moment during the IDEA10 Achievement Awards event, Holmes recognized the accomplishments of former INDA Technical Director Cos Camelio, who passed away in May, 2008, shortly after retiring from the association. The IDEA Lifetime Achievement Award had been

presented posthumously to Camelio's wife, Phyllis, at a special event last year. Camelio has also been inducted into the Nonwovens Industry Hall of Fame.

The complete list of finalists in the five categories for the IDEA10 Achievement Awards:

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®

Industry News

Rug Doctor Launches Disposable Carpet Cleaning Wipe

Rug Doctor recently debuted three eco-friendly carpet cleaning products including ready-to-use disposable cleaning wipes and a pet formula for use in its carpet cleaning machines. These eco-sustainable products add to Rug Doctor's existing line of environmentally friendly Green Formula carpet cleaning products.

The new Spot & Stain Remover Wipes for general cleaning and

Urine Eliminator Wipes for pet stains combine the power of Rug Doctor's professional stain-fighting expertise with the convenience of pre-moistened wipes in re-sealable packaging. And in keeping with Rug Doctor's company-wide focus on sustainability, its new wipes are biodegradable, in recyclable packages of 24 per pack.

While the Spot & Stain Remover Wipes are ideal for the quick clean up of

everyday spills and stains on carpet and upholstery, the Urine Eliminator Wipes are specially formulated to attack and remove the source of tough pet stains and odors. The active enzyme-powered cleaning formula in the Urine Eliminator Wipes literally dissolves the salts and acids in pet waste that can cling to carpet fibers and cause stains and odors.

Kimberly-Clark Launches U by Kotex

Kimberly-Clark Corporation recently launched U by Kotex, an innovative feminine care solution that offers bold new packaging, feminine product design and empowers women to change the conversation surrounding women's health. The new U by Kotex line includes tampons, pads and liners available in brightly colored and eye-catching designs, and serves as the Kotex brand's first step in redefining the category by encouraging women to have open, honest dialogue.

"For the past 50 years, advertisers - Kotex included - have been perpetuating this cultural stigma by emphasizing that the best

menstrual period is one that is ignored," said Andrew Meurer, vice president, North American Group Brands Feminine/Adult/Senior Care at Kimberly-Clark. "The way the Kotex brand will be positioned in the future will be very different. We are changing our brand equity to stand for truth, transparency and progressive vagina care. Moving forward, the tone of the Kotex brand's marketing will adhere to its new tagline - Break the Cycle."

According to Break the Cycle: A Study on Vaginal Health, a study conducted online in August 2009 by Harris Interactive on behalf of U by Kotex among more than 1,600 North American women aged 14-35, 7 in 10 women believe it's time for society to change

how it talks about vaginal health, yet less than half (45%) feel empowered to make a difference. Based on that research, U by Kotex aims to help women understand and be comfortable with their femininity and bodies.

"U by Kotex empowers women and young girls to challenge euphemisms that hide the truth," said Aida Flick, brand director, Kotex. "As the brand that created the feminine care category more than 90 years ago, it is only appropriate that the Kotex brand is once again taking the lead in empowering women to change the conversation around the importance of women's health."

K-C Wins Leadership Awards

In other Kimberly-Clark news, the company recently won kudos on two fronts. K-C was recently recognized as one of the "Best Corporate Citizens" by Corporate Responsibility Magazine for the second consecutive year. K-C, which ranked ninth in the 2009 listing, improved its score with a ranking of five, making it the top-rated non-food consumer products company on the magazine's 2010 list. Kimberly-Clark increased its score in nearly every category of the report, ranking 11th in environment, 18th in human rights and tied for first in corporate governance. The magazine's "100 Best Corporate Citizens" list ranks companies in the Russell 1000 Index based on publicly available information.

K-C was also named a 2010 ENERGY STAR Partner of the Year by the U.S. Environmental Protection Agency (EPA) for the second consecutive year. K-C was recognized for its energy management practices and commitment to sustainable operations, resulting in significant energy and financial savings.

Kimberly-Clark is being honored for its continued focus on achieving its energy efficiency targets for its manufacturing processes as well as its energy conservation goals for all of its facilities. As part of its environmental vision 2010 program, K-C estimates that it has improved its worldwide energy efficiency by 4.4 percent since 2005. The company's energy efficiency initiative continues to generate ongoing cost savings

while further driving K-C's long-term sustainability strategy.

Kimberly-Clark has been a member of the ENERGY STAR program since 2007 and was originally recognized as an ENERGY STAR Partner of the Year in 2009. In addition, K-C is also involved in EPA's Climate Leaders, Green Power Partnership, Landfill Methane Outreach Program and SmartWay programs.

Pampers Debuts Pampers Swaddlers and Cruisers With Dry Max

After years of research, Procter & Gamble has introduced a brand new Pampers line extension, Pampers Swaddlers and Cruisers with Dry Max. Celebrities including Padma Lakshmi, Marcia Gay Harden, Ana Ortiz, Kelly Rutherford, Matthew Settle, Eric Mabius, Team USA medalists Chad Hedrick and athlete Noelle Pikus-Pace and mom designer Liz Lange (along with their families), celebrated the launch in New York City. The product line is 20 percent thinner than Huggies Little Snugglers/Movers and two times drier than Huggies Little Snugglers/Movers, meaning the diapers help lock wetness in better, becoming the brand's new high performance diaper.

To help demonstrate the thinner, sleeker design of new Swaddlers and Cruisers with Dry Max, Pampers has teamed up with notable mom designer, Liz Lange, to create a limited edition diaper clutch specially designed for these new

diapers. The partnership marks the evolution of the diaper bag to the diaper clutch as Mom can carry a day's worth of Pampers with Dry Max diapers. The clutch features interchangeable stroller, shoulder and wristlet straps for convenient carrying on the go, as well other features specially designed to hold mom and baby's every day essentials.

In addition, the new design also helps reduce the impact on the environment by containing 9 percent less material weight, which helps ensure that fewer resources are used. Using fewer materials in the new diapers can have a domino effect on packaging, transportation and manufacturing resulting in about 12 percent reduction in solid waste, 8 percent reduction in total energy demand, and significant progress against areas like global warming.

"After years of research, we are celebrating that our new Pampers Swaddlers and Cruisers with Dry Max have finally arrived on store shelves,

featuring benefits that will score big with parents and babies while being one step better for the environment," said Jodi Allen, vice president of North America Baby Care at Procter & Gamble. "Just like the way technology is getting thinner, smaller and better than before, so is our new diaper line. You could say it is our first high-tech diaper - it has a high-performance core that helps lock wetness in for up to 12 hours while its new thinner design is more convenient for moms. Plus, since fewer resources are used in this diaper line, if every Pampers Swaddlers/Cruisers mom switched to Pampers with Dry Max, together they could save approximately 20 million pounds of trash ever year"

Pampers Swaddlers and Cruisers with Dry Max is currently available in sizes 3 through 6 at mass, discount, baby specialty and grocery stores where Pampers products are sold, with the same retail pricing as the current Pampers Cruisers.

PGI To Expand Waynesboro Facility

A \$65 million+ expansion of its existing Waynesboro, VA site has been unveiled by roll goods producer Polymer Group, Inc (PGI). The investment includes the purchase of high-technology equipment to establish a new manufacturing line and increase production, and the expansion of the current building in order to accommodate the new line. The project would also create 41 new jobs. Virginia successfully competed against North Carolina for

the project.

Veronica "Ronee" Hagen, Chief Executive Officer of PGI states, "This planned expansion in product capability and capacity is part of PGI's ongoing strategy to provide superior solutions to the marketplace and meet our customers' needs." The Virginia Economic Development Partnership worked with both the City of Waynesboro and the Shenandoah Valley Partnership to secure the project for Virginia. Governor McDonnell

approved a \$750,000 grant from the Governor's Opportunity Fund to assist Waynesboro with the project and also approved \$750,000 in a performance-based grant from the Virginia Investment Partnership (VIP) program, an incentive available to existing Virginia companies. The Virginia Department of Business Assistance will provide new job training assistance through the Virginia Jobs Investment Program.

SCA Reorganizes Manufacturing

SCA is expecting to ultimately save €15 million per quarter through a plan that will enhance efficiency and increase competitiveness of its baby diaper business in Europe. The company will move its retail brand production from Linselles to Olawa in Poland making Olawa the center of production for retail brand baby diapers. The Linselles plant will close in mid 2011, affecting about 280 employees while an

efficiency project in the Hoogezand factory will affect approximately 50 employees until the end of 2010.

Thomas Wulkan, president SCA Personal Care Europe, said "These measures will result in an improved cost position for our baby diapers. This is particularly important for our retail brand business, which has been under heavy price pressure in the past years." The project will cost an estimated €60

million, of which €10 million will be written off. The savings are expected to be felt in the third quarter of next year.

That's all for this month. Feel free to contact editor Michael Jacobsen at 201-396-7005 or email at mjacobsen@inda.org.