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Welcome to Volume 9, 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.

## INDA Now Accepting Nominations for 2011 Visionary Award

As the prestigious Visionary Award program prepares to celebrate its tenth anniversary next year, the nomination process for the 2011 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. First presented in 2002 at the inaugural VISION Consumer Products Conference in New Orleans, La., the award recognizes consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing process.

The 2011 Visionary Award will be presented at the VISION 2011 Con-

sumer Products Conference, which moves to the West Coast and will be held January 10-12 at the Four Seasons Aviara in Carlsbad, Calif. The annual VISION Conference is organized by INDA and each year it brings together hundreds of executives from nonwovens and consumer products companies around the world for three days of education and networking.

The process and criteria for the 2011 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 2009-10.
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 2011 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 2011 Consumer Products Conference.

Last January at the VISION 2010 Consumer Products Conference in New Orleans, the environmentally friendly Regenerated Cotton Wipe from Rockline Industries was named the recipient of the 2010 Visionary Award.

Previous recipients of the Visionary Award include Ahlstrom's Disruptor nonwoven water filter media (2009); Kimberly-Clark's Spa Sensials personal care treatment (2008), Tyco Healthcare Retail Group's 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).

Industry members may nominate a product at the INDA website – [www.inda.org](http://www.inda.org) – and following the

links to the nomination form on the site. Products can also be nominated by emailing 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, 37 Page Drive, Oakland, NJ 07436 USA.

Call 201-396-7005 with any questions. For more information on the VISION 2011 Consumer Products Conference, log on to [www.inda.org](http://www.inda.org).

## Nice-Pak's Eco-Pak Receives 2010 WOW Innovation Award



Eco-Pak, a new wet wipes delivery system from Nice-Pak, received the prestigious WOW Innovation Award presented as part of the fourth annual World of Wipes (WOW) Conference, June 21-23 at the InterContinental Hotel in Chicago, Illinois.

The WOW Conference, organized by INDA, Association of the Nonwoven Fabrics Industry, is devoted solely to wipes, with a concentration on substrates, active ingredients, packaging, market metrics, industry challenges and market opportunities. The WOW Innovation Award recognizes and rewards the industry members who bring new and value-added processes and products to the wipes market.

Following presentations by the four finalists, attendees at the WOW Conference voted the Eco-Pak system as the recipient of the 2010 Award.

Eco-Pak is a portable, soft pack delivery system that holds high-efficacy surface disinfecting wet wipes, which could previously only be packed in canisters. This resealable new package has soft sides, and yet is able to stand on one end, maximizing store shelf impact and minimizing storage space under a kitchen sink. This new package provides a more compact footprint than traditional canisters for more efficient storage and transportation, as well as a more comfortable fit in the consumer's hand.

"At Nice-Pak, for more than 50 years, we have been passionate about

creating game-changing products that meet real consumer needs. The Eco-Pak provides the consumer with a significantly improved use experience and reflects our focus on sustainability," says Robert Julius, chairman and CEO of Nice-Pak Products. "Thanks to INDA for supporting innovation and sustainability in the wipes category."

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

- *Kimberly-Clark ... Kimtech One-Step Germicidal Wipe*

Kimtech One-Step Germicidal Wipe is a pre-saturated hospital-grade surface disinfecting wipe with a *Clostridium difficile* spore kill claim. The wipe is powered by a unique chemistry that combines hydrogen peroxide and peracetic acid and rapidly kills *C. difficile* spores and numerous other bacteria, viruses and fungi on surfaces.

- *RPM Technology ... PolyWipes*  
The PolyWipes are an odorless aqueous nonwoven wipe designed to remove uncured silicone, polysulfide, urethane, epoxy, and virtually any uncured system.

- *Seventh Generation ... Seventh Generation Disinfecting Wipes*  
In January 2010 Seventh Generation introduced EPA registered disinfecting wipes that kill germs naturally using the active ingredient thymol as a component of thyme oil derived from the thyme plant. This product has combined thymol disinfecting technology, green formulation chemistry, and a total chlorine-free processed substrate.

For more information on the fourth annual World of Wipes (WOW) Conference and the WOW Innovation Award: [www.inda.org](http://www.inda.org).

## Inaugural RISE Technical/Marketing Conference to Feature Workshop on Innovation and Profitability



Stimulating innovation with the goal of profitability and cutting costs is the focus of the inaugural Research, Innovation & Science for Engineered Fabrics (RISE) Conference, which will take place September 20-23 in Baltimore, Md.

Organized by INDA, Association of the Nonwoven Fabrics Industry, RISE will provide information and stimulation for innovation in all aspects of the development, production, marketing and sales of disposable and durable engineered fabrics to help companies compete in the ever-changing 21st century marketplace.

Among the world-class speakers at RISE are:

- Chuck Pelly, the legendary designer of BMW's X5 and 3-Series, who will speak on the decision-making process all auto designers use and incorporating nonwoven fabrics into the decision-making tree.
- John Wilbanks, of Creative Commons-GreenXchange, who will speak on harnessing the power of collaboration through Nike's digital platform for sharing sustainability innovations on a global scale.
- Karl-Michael Schumann, former Senior Executive with Procter & Gamble and now an independent Innovation Advisor and Coach. His presentation will explain on how buy-in from both management and R&D teams is key for a successful corporate innovation program.

One of the highlights of RISE will be a special workshop on "Leveraging Innovation to Drive Profitable Growth." The agenda includes discussions on Innovation and Inventions, descriptions of 10 types of innovation and examining the characteristics of innovation leaders. Another highlight of the workshop will be sessions on "Suggestions for an Innovation Engine" and "Innovation Exercise."

The target audience for the premiere event ranges from product managers and technical sales and marketing executives to product engineers, purchasing managers and research engineers at both consumer and industrial products companies.

"An important focus of RISE will be the use of engineered fabrics in emerging markets, specifically in green energy

and sustainability," says INDA President Rory Holmes. "In addition, RISE will focus on markets as diverse as hygiene and automotives, as challenging as construction and as innovative as consumer products."

As with all INDA events, networking among suppliers and customers will also be a key component of RISE, Holmes adds. "RISE will facilitate the sharing of ideas and strategies that will drive our indus-

try as a whole into the future," Holmes adds. "It is about the business moving forward together for the benefit of all individuals and companies."

Registration for the full RISE Conference and Workshop for INDA members is \$1,000 before August 15 (\$1,200 after August 15.) For non-INDA members, registration is \$1,400 before August 15 (\$1,680 after August 15). Separate registration packages are also available for the Workshop only and for the Conference only.

For more information on the Research, Innovation & Science for Engineered Fabrics (RISE) Conference: [www.inda.org](http://www.inda.org).

## Industry News

### P&G Being Sued Over Dry Max Claims



Procter & Gamble is being sued by parents claiming new Pampers Dry Max diapers have caused severe rashes, oozing blisters and other skin problems for children, assertions the company called "completely false." The lawsuit was filed in U.S. District Court for the Southern District of Ohio on May 11. A small group of parents who believe the diapers led to their children's skin ailments asked the court to grant class action status in their case. The lawsuit is the latest blow to the image of Pampers, P&G's biggest brand with \$8 billion in annual sales. The company has been

heavily promoting its new Pampers Swaddlers and Cruisers with Dry Max technology as thinner, more absorbent and more environmentally friendly. For months, it has touted the diapers as the brand's biggest innovation in 25 years.

But since their quiet roll-out in 2009 and a bigger launch in March, parents have complained the updated Pampers appear to have caused rashes and burns on their children. A number of parents have voiced concern in Internet forums such as Facebook, where one vocal group that wants the company to bring back the old Swaddlers and Cruisers.

Last week, the U.S. Consumer Product Safety Commission and Health Canada said they were investigating the products.

Procter & Gamble has repeatedly dismissed the idea the diapers cause skin irritations and maintains the number of complaints it has received for Dry Max is in line with its other new product launches.

## Kimberly-Clark Opens Russian Plant



Identifying Russia as a key growth market for its international strategy, Kimberly-Clark has opened its first Russian plant in Stupino near Moscow. The new state-of-the-art manufacturing facility features two Huggies diaper lines. Today, the company holds significant market share in the baby and child care, consumer tissue and feminine care categories. Investment in the Stupino plant will allow Kimberly-Clark to support its continued growth in Russia and in the Commonwealth of Independent States (CIS) countries.

K-C decided to build the Russian plant three years ago; the active stage of construction of the plant

began in 2009 and was completed earlier this year.

"K-C has made significant investments to establish our brands and build our organization in Russia since 1996. K-C has increased its sales 10 times in 10 years in the region. The decision to invest into development of local manufacturing became an important part of our strategy to support our continued growth," said Thomas Falk, chairman and CEO. "This investment confirms the success we have had in building our business in Russia over the last 14 years and the confidence we have in delivering future growth for many years to come."

Currently, the plant has about 200 employees; 90% of which are from Stupino. Specialists involved in the operations' process have passed

extensive training in K-C facilities in the United States, Europe and Korea.

"The Stupino plant is one of biggest capital investments Kimberly-Clark has made over the last two years, but this is only the beginning," said Jonathan Tarr, managing director of Kimberly-Clark Eastern Europe. "The facility was built with the ability to add further capacity as appropriate. We see the opening of the plant as a major step in the development of Russia's hygiene and personal care industry, which will get new energy due to the addition of our new production facility."

## Fibertect CS Approved by EPA



Fibertect Cotton-Soaking, a three-layer flexible, inert nonwoven non-particulate decontamination system that has proven to be successful in absorbing and adsorbing chemical warfare agents, may now prove useful in recovery efforts in the BP Deepwater Horizon disaster and other oil spills of similar size and severity. Fibertect CS was developed by

Texas Tech University's The Institute of Environmental and Human Health (TIEHH) Associate Professor Seshadri Ramkumar and is manufactured by Hobbs Bonded Fibers for First Line Technology. As of May 29, Fibertect CS is officially approved by the U.S. Environmental Protection Agency.



The three layers of material consist of a top and bottom fabric with a center layer of fibrous activated carbon that is needlepunched into a composite fabric. The top and bottom layers provide structural coherence, improving mechanical strength and abrasion resistance while the center layer holds

volatile compounds, like oil. Dr. Ramkumar said according to documented research published by many scientists, raw cotton can absorb up to 20 times its weight. But when chemically modified the material can hold more than two to three times that amount. And, unlike synthetic materials like polypropylene that are currently used in many oil containment booms, Fibertect made from raw cotton and carbon is biodegradable.

## Suominen Completes Upgrade Project



Suominen Nonwovens has completed a modernization project on its line for the production of material for wound care and hygiene products. Through the investment, Suominen aims to improve overall efficiency of the rebuilt production

line. In addition to that, the upgrade will cut energy and water usage and save on transportation costs, which are all sustainable benefits in line with the Suominen environmental concept.

Paul-Erik Toivo, vice president and general manager of Suominen Nonwovens, is very satisfied with the result. "Through the investment we've been able to improve production

efficiency greatly, and now have a line that can be easily adapted to produce other grades than the ones we're producing today," he said.

The project was implemented by Suominen's organization together with a German equipment supplier. The project was carried out on schedule, and start-up was successful.

## Ahlstrom Indian Investment Complete



Ahlstrom recently inaugurated its new medical nonwovens production facility in Mundra, Gujarat state, northwest coast of India. The plant produces medical nonwoven fabrics for the healthcare industry in India and Asia and will initially employ 70 people. The Mundra plant is Ahlstrom's first manufacturing facility in India and among its biggest in Asia.

The new plant belongs to Ahlstrom's Advanced Nonwovens business area. The investment

including the plant facility, production line and required infrastructure amounts to approximately €42 million. Ahlstrom's president and CEO Jan Lång stressed the importance of the plant in Ahlstrom's growth strategy in Asia.

"Ahlstrom has a strong footprint in Europe and the Americas and is starting to establish a solid manufacturing platform in Asia. This plant, with its state-of-the-art technology, competent personnel and an optimal location in the Special Economic Zone and in the vicinity of one of Asia's biggest ports, will have a key role in our growth strategy in India and Asia. As India is among the world's fastest growing economies today and the

healthcare industry is growing at an annual rate of over 20%, the market for disposable hygiene products is expected to grow significantly in the coming years," Mr. Lång said. The plant produces a broad range of single-use protective fabrics specifically developed for the medical market.

In addition to India, Ahlstrom has two other manufacturing sites in Asia: one in Wuxi, China, and one in Hyun Poong, South Korea, where the company manufactures filtration materials. In addition to the manufacturing plants, Ahlstrom has sales offices in nine major cities in Asia. Altogether, Asia currently brings in about 10% of the Group's net sales.

## Texel Announces New Coating Line



At IDEA2010, needlepunch nonwovens maker Texel announced plans to install a new coating line at its facility in Ste-Marie, Quebec,

Canada. When complete in July, the new line will coat medical and consumer fabrics.

According to Texel executives, the new line will allow the company to get closer to the end-user and offer value-added products to several

different segments of the medical market. Other capabilities will be the coating of water-activated chemistries for the consumer wipes market. The investment is the third coating line for Texel.

## Biax, Reicofil Unveil Cooperation



Reifenhäuser Gruppe



biax fiberfilm  
CORPORATION

Reicofil and Biax-Fiberfilm recently announced a new collaboration

concerning meltblown technology to develop a line technology offering a perfect process at all times.

The Reicofil technology works with air laterally blown onto the complete row of boreholes while the Biax technology enables air to be blown around the circumference of each individual filament. The different between these two processes has a significant effect

on filament strength, porosity, hydro-head and filter separation degree of the meltblown fabric.

The two companies are working to combine their technologies to cover a broad spectrum of applications. Reicofil customers will be able to retrofit their existing lines with the switchover technology in a process that takes about two to four days.

## PGI Featured as One of America's "Greenest" Companies



Polymer Group, Inc. was recently featured as one of America's "greenest"

companies on a "Green Magazine Television Earth Day Special." To commemorate and celebrate the 40th anniversary of Earth Day, the

television show presented the special featuring PGI along with Verizon, Alcoa, Navistar, Dow Corning and ZD Wines. The show aired in May on The Discovery Channel and on The Learning Channel

PGI is committed to designing products that are more sustainable or ones

that enable other products to become more sustainable. The company has released its second annual Sustainability Report prepared using the Global Reporting Initiative (GRI) framework that reported on 37 indicators.

## Poole Company Develops Certified 100% PCR PET Fiber for Wipes

Poole Company, a manufacturer and distributor of recycled and virgin fiber products, recently debuted the first and only American Scientific Certification Systems (SCS)-certified staple fiber made

from 100% PCR PET and developed specifically for the wipes industry. The wipes are made from EcoSure® polymer. EcoSure® quality fibers are certified as manufactured from 100% post-consumer recycled (PCR) polymer.

Made for the environmentally conscious consumer, EcoSure quality fibers meet the highest environmental

standards and reduce the amount of waste that burdens landfill and diminishes earth's natural resources. Studies from NAPCOR determined that 1.451 billion pounds of PET (such as plastic soft drink bottles) were collected and sold for recycling in 2008, and the use of PCR polyester versus virgin polyester reduces energy consumption by 84% and greenhouse gas emissions by 71%.

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).