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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 9, No. 1 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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### **Five Finalists to Vie for 2010 Visionary Award at VISION This Month**

Five consumer products covering a range of end-use applications will battle for the prestigious 2010 Visionary Award at the VISION 2010 Consumer Products Conference, January 20-22, 2010 in New Orleans, Louisiana.

Now in its ninth year, the Award is given annually to a new consumer product that utilizes nonwoven fabrics in its final form. The finalists will make presentations during VISION 2010 and conference attendees will vote on the recipient of the 2010 Visionary Award.

“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% Lenzing Tencel 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>.

### **[New Social Networking Site to Help VISION Conference Attendees Connect](#)**

In order to help attendees and presenters "connect" at the VISION 2010 Consumer Products Conference this month, INDA, organizer of the annual conference, is establishing a social networking site open to all participants. The goal is to make it easier for attendees at VISION 2010 to set up meetings, discuss important topics and to network in order to get the most out of the three-day conference.

The VISION 2010 Consumer Products Conference is set for January 20-22, 2010 at the Sheraton Canal Street in New Orleans, Louisiana.

"The face-to-face networking at an event such as VISION 2010 is just as important as the conference and table-top displays and we want to make sure that everyone is able to take full advantage of this," says Rory Holmes, President of INDA. "Our hope is that by embracing this social networking site we will in turn increase the personal communication and contact that has always been a vital aspect of the VISION Conference."

Among the features of the social networking site:

- ✓ Profiles of attendees who choose to participate, including individual backgrounds and interests at the conference. This also allows for inclusion of a photo to help attendees match a face to a name.
- ✓ A scheduling feature allows two or more attendees to set up their own meetings during the event.
- ✓ Private messaging that allows members to communicate directly both before and during the event.
- ✓ The site is conference-specific, and an integrated calendar allows attendees to create their own agendas, discuss sessions and see who else is in the session with them.

- ✓ A public comments section lets attendees discuss sessions, presentations and product introductions among themselves.

For more on the VISION 2010 Consumer Products Conference:

<http://www.inda.org/events/vision10/index.html>

### **INDA Publishing IDEA10 Newsletter to Attract Attendees**

INDA is now publishing a new marketing tool to help IDEA10 exhibitors attract more attendees to their booths at the upcoming IDEA10 Exposition. INDA's Michael Jacobsen will be publishing an electronic newsletter that will be sent via email to thousands of potential IDEA10 attendees worldwide each month up until the show, April 27-29, 2010 in Miami Beach, Florida.

This is an ideal opportunity for all companies — and smaller business 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 [mjacobsen@inda.org](mailto:mjacobsen@inda.org).

The IDEA10 newsletter began publishing on December 15<sup>th</sup> and runs through April 15<sup>th</sup>.

### **INDUSTRY NEWS**

#### **PGI Acquires Spanish Nonwovens Business Tesalca-Technovo**

Polymer Group, Inc. (PGI) has completed the initial phase of the previously announced acquisition of the Barcelona, Spain-based Tesalca-Technovo nonwovens businesses from Grupo Corinpa, S.L.

With the closure of the sale, the company began operations of its new wholly owned subsidiary, PGI Spain, strengthening its position as the global leader in the hygiene market by giving it a new presence in the European market with state-of-the-art technology. PGI Spain will have in excess of 50,000 metric tonnes of combined capacity and PGI's global spunlaid capacity will be in excess of 285,000 metric tonnes.

In conjunction with the transaction, PGI and Grupo Corinpa will initiate a long-term partnership that includes share ownership by Grupo Corinpa in PGI and representation on the PGI board of directors.

“We are very pleased to have completed this phase of the transaction and to begin operations of our new PGI subsidiary,” said Veronica (Ronee) Hagen, chief executive officer. “This acquisition furthers our strategy of being the global hygiene leader, and also strengthens our medical and industrial businesses in the region.”

The acquisition adds about 280 employees to PGI’s global employee base of more than 3,000. It also expands its manufacturing capabilities with presence in Tarragona, Spain consisting of six spunlaid lines serving the hygiene, medical and industrial/agricultural segments.

Jaime Carreras, previously general manager for Tesalca-Technovo, has been named general manager of the new PGI Spain. He has been with Tesalca-Technovo for over 20 years.

Technovo was founded in 1989 as a family-owned private business focused on the industrial segments and the Tesalca business operations were added a decade later to supply the hygiene and medical segments. With combined 2008 annual sales of approximately \$87 million, Tesalca-Technovo is the only organization that manufactures spunbond polypropylene nonwoven materials in Spain and is a leader in the European market.

#### **PGI Appoints New CFO, Launches Multi-Language Online Survey**

In other PGI news, the company in December appointed Dennis Norman chief financial officer of the company. Norman previously served as vice president, strategy and corporate development.

Norman has been a key leader with PGI over the last 10 years, responsible for such areas as capital markets, mergers and acquisitions, strategic planning, corporate development and investor relations. He joined the company in 1999 in investor relations and financial analysis, and was named to the senior leadership team in 2003 as vice president, strategic planning and communication. Prior to joining PGI, Norman was with First American Corporation, a financial services company, holding positions in corporate banking, strategic planning and investor relations.

Additionally, PGI also recently launched an online customer survey in Spanish, Chinese and French languages as part of its continued efforts to better understand what drives value for its global customers. “In response to our customers, we have invested significant efforts to make sure that our website is bringing them the most complete and transparent information,” said John Heironimus, chief marketing and chief sustainability officer.

The online survey asks customers to rate the company’s performance on a number of drivers for value, including product quality, supply chain management and logistics,

PGI's team, sustainability, and innovation and product development, among other areas.

### **Fiberweb, Chisso Explore Partnership**

Roll goods producers Fiberweb and Chisso are exploring the possibility of establishing a joint venture company to produce spunmelt nonwovens in China. The proposed venture would focus on hygiene and personal care products and would use the latest generation of spunbond/spunmelt manufacturing technology, benefiting from the extensive experience of both partners in specialty spunmelt technology.

Both Japan-based Chisso Corporation and Fiberweb plc, of the U.K., consider the personal hygiene market in China and throughout Asia strategically important to the future development of their nonwovens production businesses. The feasibility study will focus on evaluating the technologies and volumes that will be required to support these markets over the next three to five years.

"This agreement between Chisso and Fiberweb to explore investment opportunities in Asia jointly marks another exciting step in Fiberweb's drive to establish a global platform for its leading spunbond business," said Fiberweb CEO Daniel Dayan. "Both Chisso and Fiberweb bring important commercial and technical insights to this assessment of the market, and we look forward to a close and fruitful cooperation."

Through its fibers division, Chisso makes bicomponent spunbond nonwovens primarily targeted at the Japanese hygiene markets. "So far, our spunbond business has been targeted mainly in the Japanese market," said Chisso COO and president Shunichi Okada. "It is quite exciting to conduct a feasibility study of a new spunbond joint venture in China with Fiberweb, which has a leading role in the global spunbonding market. I strongly believe that this study allows us to explore the launch of a new joint venture company to highly satisfy customers by utilizing both parties' experience and technical expertise."

### **J&J to Cut Up to 7% of Work Force in Restructuring**

Johnson & Johnson unveiled plans to generate up to \$1.7 billion in pretax cost savings through job cuts and other means when planned moves are fully implemented in 2011. Up to 7% of the company's nearly 120,000-person work force will be eliminated through the streamlining. The health-products giant said job cuts will be only one aspect of the move.

A fourth-quarter restructuring charge of up to \$1.3 billion will be recorded as the company reiterated its 2009 earnings target excluding items such as that charge.

This year has shaped up to be one of J&J's most difficult, with all three of its main business units showing signs of weakness. Heightened competition from generics has

hurt its prescription-drug arm, while unfavorable currency-exchange rates have pulled down sales growth for consumer health care and medical devices.

J&J earlier this year cut about 900 jobs from its U.S. pharmaceutical unit, and in August it consolidated its management structure. When the company released its third-quarter results last month, chief financial officer Dominic Caruso left open the possibility of further cost cutting, saying the company was evaluating its plans for next year.

### **Gulsan Announces Investment**

Turkish nonwovens producer Gulsan is adding a new six-beam, 4.2 meter Reicofil 4 nonwovens line to its operation. With a configuration of SSMMMS and featuring bicomponent capability, the new line will serve hygiene and medical customers.

The new line will add 20,000 tons and bring Gulsan's total capacity to 41,000 tons when it becomes operational in the fourth quarter of 2010. With the new investment, Gulsan reinforces its position as a leading manufacturer of spunmelt materials in Turkey.

### **Clorox to Change Green Wipes Packaging**

Clorox will reportedly discontinue claims that its Green Works Natural Cleaning wipes are biodegradable, following a recommendation from The National Advertising Division of the Council of Better Business Bureaus. NAD, the advertising industry's self-regulatory forum, examined advertising for the product following a challenge by Method Products, Inc., a competing maker of natural cleaning products.

NAD noted in its decision that it recently has had the opportunity to review several cases involving advertising for products that claim to be "biodegradable." The difficulty, NAD noted, is in establishing how various claims of "biodegradation" are understood by consumers and how such claims can be properly substantiated.

NAD noted that for most products that enter the solid waste stream, "customary disposal" typically means disposal in a landfill, degradation is slow and uncertain and although the Clorox presented evidence in support of its biodegradability claim, Clorox asserted that it would permanently discontinue the claim as it transitions to new packaging and instead bill the product as "compostable."

### **VitaFlex Offers Latex-Free Nonwovens**

VitaFlex, LLC., an affiliate of Burlington Technologies, is planning to manufacture, package and sell a new, environmentally friendly, elastic nonwoven fabric.

According to the company, the lack of elasticity has limited nonwoven products in the past with expensive latex elastics having to be added to make them fit correctly. VitaFlex uses no latex and is said to be cheaper to produce than other nonwovens and more environmentally friendly.

VitaFlex uses a manufacturing technology that creates cross-directional soft stretch elasticity with thermally bonded nonwovens. This technology provides a process for treating fabrics at high speeds, enabling a wide range of practical cross stretch/elastic fabrics with unique performance characteristics and high uniformity. Examples include polypropylene spunbond fabrics with up to 70% recovery at 150% elongation, and higher stretch fabrics with up to 400% elongation. This innovative technology is latex-free and utilizes no elastomeric polymers.

In addition to dramatically lowering the cost of the final product, the VitaFlex process also allows the recycling of these products, and eliminates the emission of dioxin and other noxious gases during the waste incineration process. The application of elastic nonwovens is also said to be further beneficial to consumers in that the new straps-free, form fitting disposable products offer increased softness and superior comfort.

Initially, the company will begin by manufacturing face masks and stretchable painters' hoods. There is also believed to be a market for the product in other medical products, for diapers and in other fields where breathable, durable and stretchable fabrics are needed. In addition, it can be used in conjunction with other materials to form composites and durable products.

### **Bio Baby Wipes Launched**

Gro Baby Bio Wipes are the latest baby care product to be derived from 100% renewable resources. Based on Ingeo fibers, the wipes are high in strength, making them sturdy and tough on messes but not on baby. They are the latest eco-friendly diapering tool from the creators of the Gro Baby reusable diapering system.

"The ingredients used in most commercial baby wipes are not only harmful for the planet but are enough to make both baby and parents uncomfortable," said Kim Ormsby, creator of Gro Baby. "And, as roughly 18 billion disposable diapers are dumped each year, the number of wipes that join them is staggering. At Gro Baby, our mission is to help clean baby's waste without being wasteful to the environment."

Gro Baby Bio Wipes are completely free of chlorine, preservatives, alcohol, fragrances, and dyes. They complement the company's Bio Soaker diaper pad, an ecofriendly diapering system.

### **U.S. Nonwovens Launches Sanitizing Card**

U.S. Nonwovens Corp. has launched a new, patent-pending innovative product. The company's single-use instant Hand Sanitizing Gel Cards kill 99.9% of germs when folded in half to sanitize hands.

According to the company, the Gel Card is easy to use and travel with. Users just fold the card in half to open and sanitize hands with a fast-drying gel and discard it when done.

### **Texol Adds to Film Output**

Texol, an Italian manufacturer of apertured films and other materials for hygiene and medical applications, is adding a new line based on its own proprietary technology for three-dimensional vacuum and mechanical perforation. The line will add more than 72 million square meters of film to Texol's current capacity; 20% of the new capacity has already been reserved by customers.

According to executives, the new line has been made possible by the success of other Texol products including its three-dimensional apertured extreme poly film with the performance of perforated poly and the softness of a nonwoven; three-dimensional apertured poly film and nonwoven laminate and classic apertured poly film in different patterns with very low basic weights.

### **Nutek Introduces New Soy-Based Biodegradable Wipes**

Nutek has launched its newest line of biodegradable wipe products that lubricate and clean. The line features extra large, biodegradable wipes or towelettes with soy-based lubricant and environmentally-friendly cleaners. Simply Soy biodegradable wipes feature the same chemistry as the Simply Soy lubricant and can be used to clean and lubricate tools and other metal surfaces to prevent rust-build up. The wipes are certified for safe use in food areas.

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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).