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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 10, 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.

Filtration 2010 Brought the World of Filtration to Philadelphia

The world of filtration came to Philadelphia last month as crowded aisles and standing-room-only conference sessions combined to make the Filtration 2010 International Conference and Exposition the largest and most important filtration industry event in the world.

With the business of filtration continuing to play a vital role in the personal and business applications around the globe, Filtration 2010 drew more than 1400 attendees to the Pennsylvania Convention Center in Philadelphia, PA, November 30-December 2.

Living up to its reputation as the largest filtration industry event in the world, Filtration 2010 featured 129 total exhibitors. A total of 28 exhibitors were from outside of the United States and 17 were first-time exhibitors at a Filtration show.

"Attendees at Filtration 2010 were able to see and touch the latest developments in raw materials, machinery and finished products from both established and new companies from everywhere filtration products are made and used," says Rory

Holmes, President of INDA, organizer of the annual event. "The future of the filtration industry was certainly on display at Filtration 2010."

In addition to the Exposition, the well-attended three-day Filtration 2010 Conference focused on a number of vital topics to the business of filtration in 2010 and beyond. "The Conference this year highlighted such vital topics as energy efficiency, sustainability and the environment, in addition to the latest product technology," says INDA's Technical Director, Steve Ogle. "It was the best place in the world this year for filtration executives to learn about the technical developments that will continue to drive this business in the 21st Century."

Among the highlights of Filtration 2010:

- Once again, a Best Booths competition was held to recognize and reward the most attractive and innovative displays at Filtration 2010. Winners were announced in three categories — Large Booth (more than 200 square feet), Ahlstrom Filtration;

Small Booth (less than 200 square feet), Finetex; Best Booth for a New Exhibitor, FibeRio Technology.

• Attracting a standing-room-only crowd for most of the morning was a session on Sustainability – Innovative Business Models. The topical session featured presentations on the sustainability efforts at PGI, Freudenberg Filtration, Ahlstrom Filtration, Camfil Farr and 3M.

• Also attracting a large crowd were an Air Tutorial session led by R. Vijayakumar of Aerfil and a first-day session on the Fundamentals of Filtration & Testing, headed by Dr. Norman Lifshutz, Hollingsworth & Vose.

Filtration 2011 is scheduled for November 17-19, 2011 at Navy Pier in Chicago, Ill. For more information: www.inda.org.



Vision 2011 Conference Boasts Innovative Program

In addition to the prestigious Visionary Award (see below), INDA has put together an ambitious, far-ranging program for VISION 2011 that will focus on topics as diverse as Brand & Market Strategy, Social Trend Forecasting and Boomer Demographics.

"The world of consumer products is constantly evolving and for the past decade the VISION Consumer Products Conference has kept the nonwovens industry and its related businesses up-to-date on these changes," says Rory Holmes, president of INDA. "Attendees at VISION 2011 will once again have the opportunity to hear from some of the country's most well-respected experts on the topics that will now drive the consumer products and nonwovens industries for the next 10 years."

One of the unique new features of VISION 2011 will be a "Speed Networking" session. Described as "compressed networking in a low-pressure environment," Speed Networking provides attendees with

three minutes to talk and share business cards with a fellow attendee before moving on to make another connection. They then spend the rest of their time at Vision cultivating those contacts and developing them into credible relationships. Space is limited and pre-registration is required.

Among the program highlights of VISION 2011:

• A session titled "The World Ahead: Global Trends Shaping the Future," led by Paul Leinberger, SVP Global Accounts, The Futures Company.



• "Global Hygiene Trends," presented by Pricie Hanna, of John R. Starr, Inc., will discuss new trends that are taking shape in the global hygiene.



• "A Flushability Update – What Consumers Flush" session led by David Powling, Kimberly-Clark and chairman of INDA's Flushability Task Force.



• Special guest Keith Crisco, Secretary of Commerce, the State of North Carolina, will present a session on "What Tools Are in the Toolbox?"



• A final session on "Sampling, the Hot Targeting Tactic," will be led by Kevin Burke, of Lucid Marketing.



As usual, there will be plenty of networking opportunities at VISION 2011 with two nights of Table-top Displays and Networking Receptions. Vendors from the complete nonwovens/

consumer products value chain will showcase their products during the Table-Top Displays and Receptions, making it an ideal opportunity to reach current and potential new customers from around the world.

For more information on exhibiting at the Table-Top Displays, contact Tracey Bailey at 919-233-1210, ext. 129, tbailey@inda.org. There are a

limited number of spaces available, so please reserve your space as soon as possible.

To register online go to www.inda.org, or call INDA at 919-233-1210.



Five Finalists Vying for 2011 Visionary Award

Five consumer products ranging from disposable diapers to wipes to filtration media have been nominated as finalists for the 2011 Visionary Award.

Now in its tenth year, the Award – which is given annually to a new consumer product that utilizes nonwoven fabrics in its final form – will be presented at the VISION 2011 Consumer Products Conference, January 10-12, 2011 at the Park Hyatt in Carlsbad, California. The finalists will make presentations during VISION 2011 and conference attendees will vote on the recipient of the 2011 Visionary Award.

“It is apparent from this impressive list of finalists that even in a challenging economy consumer products companies have invested in the development of new products,” says Visionary Award project coordinator Michael Jacobsen, of INDA, Association of the Nonwoven Fabrics Industry, organizer of the annual VISION Consumer Products Conference.

“These five finalists 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:

Global Safety First, Manasquan, NJ ... REDI MASK™



REDI MASK™ is a patented Particle Respirator designed to eliminate the problems with mask fit that plague the respirator market. REDI MASK™ is light, portable, effective and Made in the USA. It utilizes DelStar's electrostatically charged DelPore® melt blown media and a medical grade adhesive is used around the entire perimeter of the mask.

Kimberly-Clark, Roswell, GA ... Huggies® Jeans Diaper



The Huggies® Jeans Diaper has a unique blue denim appearance with printed graphics that replicate authentic blue

jeans. The U.S. introduction included a newly developed pigmented and printed nonwoven outercover and matching components such as nonwoven stretch ears and a nonwoven landing zone.

Nutek, Chagrin Falls, OH ... Simply Soy® Biodegradable Wipes



Simply Soy® Biodegradable Wipes both lubricate and clean and feature extra large, biodegradable wipes or towelettes with soy-based lubricants and environmentally-friendly cleaners. Simply Soy®

biodegradable wipes feature the same safe chemistry as Simply Soy® lubricant and can be used to clean and lubricate tools and other metal surfaces to prevent rust-build up.

Procter & Gamble, Cincinnati, OH ... Pampers® Swaddlers and Cruisers with Dry Max™



— Pampers® Swaddlers and Cruisers with Dry Max™ utilize a new manufacturing process that makes the product thinner while locking in wetness to make it the driest Pampers ever. This process allows

the company to get rid of bulky fluff material and put the high powered absorbent gel exactly where babies need it.

Rockline Industries, Sheboygan, WI ... Flushable Moist Toilet Tissue



— By modifying the specifications and the addition of an engineered geometrical quilted thermal emboss design,

Rockline was able to create a durable, bulkier, softer moist toilet tissue product that maintains flushability. The product is more than 95% biodegradable.

Last January at VISION 2010 in New Orleans, Rockline's Regenerated Cotton Wipe received the Visionary Award over four other finalists. Other previous recipients include Ahlstrom's Disruptor 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).

For more information on VISION 2011: www.inda.org

Industry News

Mitsui to Add Spunbond in Japan



Mitsui Chemicals will add a new spunbond line to its Japanese operation to better serve the growing disposable baby diaper market in Asia. The ¥5 billion

investment will add 15,000 tons to Mitsui's capacity bringing its total output to 79,000 tons. It will come on-stream in April 2012.

The largest maker of spunbond non-wovens for the hygiene market in Japan, Mitsui has developed its operations to meet increased demand for

disposable diaper makers in Asia. In addition to its Japanese site, Mitsui operates a wholly owned subsidiary in Thailand Mitsui Hygiene Materials (MHM) Thailand, which also makes 30,000 tons of spunbond materials per year.

Global Spunmelt Capacity Set to Grow

Five new spunmelt lines have been announced in recent weeks as manufacturers prepare to add tens of thousands of tons of capacity to the global nonwovens industry.

Two of the lines are set for North America, one will be added in Peru and one will be added in Japan. The location of the fifth line has not yet been finalized.

Israel's Avgol was the first producer to announce expansion the first week of November when it said it would invest

up to \$80 million for two new 4.2-meter Reicofil lines. While Avgol has said that one of the lines will be the fourth line to be installed in Mocksville, NC, the location of the other line is reportedly between China or Russia where the company already has successful operations. Avgol will also add enough space in Mocksville for a fifth line to be added sometime in the future.

Then FitesaFiberweb, also one of the Americas' major spunmelt manufacturers, officially announced that a second new line for its U.S. operation would come onstream in 2013. The announcement came literally days after the company completed work on its first line in Simpsonville, SC.

At the same time, FitesaFiberweb, which also has lines in Brazil and Mexico, will construct a spunmelt line at a new site in Lima, Peru. This investment will begin early next year and will be completed early the year after. Calling the investments part of the company's long-term vision of providing superior products and solutions to support its customers in important and fast-growing regions of the Americas, CEO Silverio Baranzano said, "Following the recent completion of the largest and most modern spunmelt line in the U.S. at FitesaFiberweb's Simpsonville, SC site, these investments build on our current strong performance to further optimize our market-leading asset base and to enable an enhanced logistics and customer-service proposition in the region."

Meanwhile, Japan's largest spunmelt manufacturer Mitsui Chemicals said it would add a 15,000-ton-per-year line in Japan to better serve the growing disposable baby diaper market in Asia. This investment will bring the company's total capacity to 79,000 tons when it comes onstream in April 2012. In addition to these five lines, the spunmelt market was already poised to grow from lines under construction by PGI, FitesaFiberweb and Companhia Providencia in the U.S., Union Industries in Italy and Pegas in Eastern Europe. With the average output on a new spunmelt line anywhere from 15,000-30,000 tons or higher, these investments will significantly boost global capacity of the technology.

Toray to Add Third Chinese Line

TORAY

Innovation by Chemistry

front, Toray Advanced Materials has finalized a plan to add a third line to its Chinese operation.

Also on the expansion

Known as Toray Polytech Nantong (TPN), the Chinese operation will have a total capacity of 58,000 tons when the new 20,000-ton line comes onstream in July 2012.

Toray's spunbond business targets hygiene companies in Korea, Japan,

China and other Asian countries. It was established in 2006 with an 18,000 ton line and a second line is set to come onstream in March 2011, bringing another 20,000 tons online. Toray also makes 50,000 tons of spunmelt nonwovens per year in Korea.

Chisso Forms New Company for Air-Through Nonwovens in China

In an attempt to keep up with the high growth rate of hygiene products in China and Asian countries, Chisso Corp. has founded a new company in China to sell and manufacture air-through nonwovens. Chisso had been selling and manufacturing air-through nonwovens by Guangzhou ES Fiber

Co., Ltd., its subsidiary in Guangzhou, China.

Chisso Es Asia (Changshu) Co. Ltd. was founded in the Changshu Economic Development Zone in Changshu city, Jiangsu province. The project will be finalized by the end of October 2011 and the company will have one air-

through nonwoven line at 2,400 metric tons/year. The site is large enough to house five air-through lines and Chisso plans to increase the capacity up to 12,000 metric tons/year in the future.

Ahlstrom to Close Spunlace Composite Production Line in Chirnside



Ahlstrom, a global leader in non-wovens and specialty papers, has concluded consultations with employees and customers over the future options of its spunlace composite production line number 23 at the Chirnside plant in the U.K. As a result Ahlstrom has decided to

close the production line by the end of March 2011. The line is currently underutilized and the level of activity is not sufficient to support its economic viability. It produces nonwovens used in medical and wipes applications as well as for the automotive industry. Ahlstrom aims to serve the customers of the line from the company's other lines.

Approximately 10 employees will leave the company on a voluntary basis as part of the closure. Other personnel affected will be offered alternative employment within the group. The Chirnside plant employs about 225 people and is part of Ahlstrom's Food and Medical Business Area.

Nice-Pak, P&G Go Zero Landfill



Two consumer product companies recently made the claim of "zero landfill" for some part of their production. Nice-Pak Products Inc., a global leader in the manufacture of wet wipe products, has announced the transformation of its Mooresville, IN manufacturing plant into a "ZeroLandfill" facility. The plant now converts excess waste into energy that produces steam heat for the City of Indianapolis. Prior to this transformation, the plant had been sending 4200 tons of waste per year to landfills. Nice-Pak Products has partnered with a cutting edge waste-to-

energy facility that supplies steam to Indianapolis. The facility can process more than 2000 tons per day of solid waste, to produce no less than 4500 pounds of steam per ton of waste. The steam is used to power the Indianapolis Downtown heating loop, which includes businesses, Indiana University and Purdue University's Indianapolis campus.

Additionally, Procter & Gamble recently touted that its Auburn, ME facility as its first North American manufacturing plant to achieve zero waste to landfill. The feminine care facility worked with both employees and suppliers to implement a process that beneficially uses 100 percent of its waste. A majority - more than 60 percent - is recycled or reused, while the remainder is converted to energy.

The P&G Global Asset Recovery Purchases (GARP) team—charged with

finding external partners that can turn waste and non-performing inventory into something useful—connected the plant with a site solution provider, who helped sort all recyclable materials and convert existing non-recyclable materials to energy through incineration. The electricity from incineration is used by the incineration facility and the excess is sold to the local power company. The GARP team has diverted tens of thousands of tons from landfills while delivering tens of millions of dollars in cost recovery to the company in the past year alone.

Auburn is the ninth P&G global manufacturing plant to earn this distinction. Some of the other sites that have achieved this status include our Fabric and Home Care site in Belgium, Beauty & Grooming site in the United Kingdom, Feminine Care site in Hungary and Italy.

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).