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VISION News Consumer Products e-Report

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Welcome to Volume 5, 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.

In This Issue:

VISION 2007 DATES ANNOUNCED TODAY

TWO NEW INDA REPORTS LOOK AT WIPES, NONWOVENS MARKET GROWTH

ICAN BRINGS INDUSTRY TOGETHER IN ONLINE COMMUNITIES

FLUSHABILITY UPDATE FROM INDA'S COS CAMELIO

INDUSTRY NEWS

K-C NEWS: PLANT CLOSINGS, NEW HUGGIES LINE

BASF INCREASES SAP CAPACITY

JAPAN SUPPLIES HALF OF WORLD MARKET FOR SAP POLYMERS

FQ DISPUTES P&G'S TAMPON CLAIMS

THE FATHER OF INVENTIONS AND THE MULTI-PURPOSE DIAPER BAG

VISION 2007 DATES ANNOUNCED TODAY

Readers of the VISION News Consumer Products e-Report are the first to receive this breaking news: The VISION 2007 Consumer Products Conference will be back at the Grand Hyatt Denver, in Denver, Colorado. The dates: January 21-24, 2007. Stay tuned for registration and program information.

TWO NEW INDA REPORTS LOOK AT WIPES, NONWOVENS MARKET GROWTH

Continuing its mandate to research and define the size and scope of the nonwovens industry and its various markets, INDA now has available two groundbreaking reports.

- ✓ Analysis: North American Wipes Industry: 2005-2010 reports that the North American Wipes Market has experienced five years of double-digit growth and industry sales approached \$3.8 billion in 2005. Consumption of nonwoven materials is equal to 2.9 billion square meters and the report finds that consumption of spunlaced material now exceeds airlaid pulp volume.

These are just some of the findings of this recently published report. It sells for \$2200 for INDA members and \$3000 for non-members. For more information: Helena Lee, (919) 233-1210 ext. 120 hlee@inda.org; www.inda.org/pubs/marketing

- ✓ Analysis: Nonwovens Industry in North America 2005-2010 provides the latest facts, figures and projections on the state of the nonwovens industry. Interested companies can save \$200 on the new INDA report by ordering before April 17. This 7th edition will be published in April.

The Analysis includes:

- ✓ Industry consumption figures for roll goods by major market segments
- ✓ Tracks historical growth rates and trends
- ✓ Details future growth estimates and evolving market technology trends
- ✓ Defines and clarifies market segmentations
- ✓ Top 10 North American nonwoven roll goods producers

Prior to April 17, the INDA Member Price is \$2000 (regular price: \$2200); Non-members: \$2800 (regular price: \$3000). For more: Helena Lee • hlee@inda.org • Tel (919) 233-1210 ext. 120; www.inda.org/pubs/marketing

ICAN BRINGS INDUSTRY TOGETHER IN ONLINE COMMUNITIES

Members of the consumer products and disposables industry will find a number of the “communities” in the new INDA Communication Action Network (ICAN) to be an excellent way to keep in touch with their colleagues.

Now up and operating here:

<https://imisw.inda.org/imiscm/source/communities/userhomepage.cfm?Section=listerve>

ICAN serves as a community of INDA members designed to facilitate electronic networking among INDA members around the world. ICAN is essentially an “industry forum” that allows member companies to ask and answer questions, participate in discussion forums and read and share company and industry news.

Members can sign up free for any or all of the ICAN email communities:

- ✓ Sourcing
- ✓ Technology
- ✓ Marketing
- ✓ Government Relations
- ✓ International Trade
- ✓ Safety
- ✓ Human Resources
- ✓ Small Business

It is easy for INDA members to be a part of the community:

- ✓ Login at ICAN:

<https://imisw.inda.org/imiscm/source/communities/userhomepage.cfm?Section=listerve>

- ✓ Sign up for the communities that interest you and post your question(s). Other community members will post a response to your question(s). Community members can log in any time from anywhere in the world and participate in the community discussions.
- ✓ Any employee of an INDA member company is eligible to participate.

FLUSHABILITY UPDATE FROM INDA’S COS CAMELIO

In the Spring 2006 issue of the INDA News newsletter, INDA Technical Director Cos Camelio reported that the ongoing work on Flushability Test Methods is nearly completed. The Guideline document is approximately 50% complete and the Communications Task Force is putting together a plan for dissemination of the Guidelines. Camelio expects this to be completed by the end of the second quarter. For the entire INDA News Spring 2006, log on to www.inda.org

INDUSTRY NEWS

K-C NEWS: PLANT CLOSINGS, NEW HUGGIES LINE

In an example of the continuing changes major companies are undergoing in search of efficiencies within the disposable diapers business, Kimberly-Clark has revealed plans to close its diaper manufacturing facility in Menasha, WI and to explore the possibility of selling or closing its nonwovens facility in Neenah, WI. The diaper and distribution facility employs more than 500 workers and the nonwovens plant employs 165. Coupled with previously announced plans to cut 10% of its work force and close or sell 20 manufacturing plants by 2008, K-C projects it will save between \$300 and \$350 million annually.

As previewed during the Visionary Awards presentations during the VISION 2006 Consumer Products Conference in Denver in January, Kimberly-Clark has rolled out nationally its Huggies Cleanteam bath and body products. The new line, which features letter-shaped characters called Alphamals, helps moms teach toddlers how to keep clean, while having fun at bath time, meal time, potty time, or on-the-go. K-C also rolled out 10 additions to its Huggies Bath & Body toiletries for babies line. And in addition to the Cleanteam products, Huggies is expanding its Huggies Bath & Body brand of toiletries with Extra Sensitive Baby Wash, Washcloths, Lotion and Shampoo; Nourishing Mango & Coconut Wash, Shampoo, Lotion; Shea Butter Body Cream and Washcloth; and Lavender & Chamomile Shampoo, which offers a calming scent moms believe helps soothe babies.

BASF INCREASES SAP CAPACITY

BASF plans to increase its existing production capacities for acrylic acid and superabsorbent polymers (SAP) in Antwerp and for butylacrylate in Ludwigshafen, Germany by 2008. BASF cites major expansion of its European business as the reason for the extensions. "The decision came in response to existing as well as new long-term supplier agreements, in most cases with strategic customers. Contracts are already in place covering the greater part of the sales volume for the additional quantities," said Dr. Markus Kramer, head of the Functional Polymers division.

The plans involve increasing the capacity of the existing SAP plant at the Antwerp site from the current figure of 115,000 metric tons to 175,000 metric tons annually. Capacity for the precursor acrylic acid will be extended as a result. A second plant with a capacity of 160,000 metric tons is to be built to back the existing acrylic acid plant. The additional acrylic acid produced will be needed for SAP production in Antwerp and will supply additional volumes for Ludwigshafen as part of the European integrated production system. Plans to expand the capacity of the existing butylacrylate plant in Ludwigshafen will cause increased demand for the precursor, acrylic acid.

JAPAN SUPPLIES HALF OF WORLD MARKET FOR SAP POLYMERS

According to a recent report in Japan Chemical Week, the continuing growth in demand for superabsorbent polymers (SAP) for diapers, sanitary goods and other new applications are spurring Japanese SAP manufacturers, which account for nearly 50% of the global SAP market, to ramp up production capacity. The global SAP market is estimated to surpass one million tons in 2007 or 2008.

Among the leading SAP producers are Nippon Shokubai, San-Dia Polymer and Sumitomo Seika Chemicals. Nippon Shokubai expanded by 30,000 tons/y both its plants in Japan and Belgium. The company also constructed a 30,000 ton/y plant in China. The Himeji plant in Japan will again be expanded by 30,000 tons/y in spring 2006, resulting in a 200,000 ton/y production system in the country. These additional capacities would increase the company's total SAP capacity to 350,000 tons/y. San-Dia Polymer commenced a 20,000 ton/y production in China. The company has a 105,000 ton/y SAP facility in Nagoya and a 20,000 ton/y plant in Ogaki. Sumitomo Seika Chemicals will start up a 65,000 ton/y unit at the Himji

plant. Its Singapore unit has raised production capacity from 35,000 tons/y to 50,000 tons/y.

FQ DISPUTES P&G'S TAMPON CLAIMS

From *Nonwovens Industry*: First Quality is disputing claims made by Procter & Gamble in federal court that it infringes on registered trademarks and packaging trade dress of P&G's Tampax Pearl tampons. In a statement, First Quality said it prides itself on its working relationship with its customers and its impeccable reputation in the industry and it firmly believes it should not be a party to this litigation. The tampons in question are sold by First Quality in Canada under the Life Brand name.

THE FATHER OF INVENTIONS AND THE MULTI-PURPOSE DIAPER BAG

News Item of Interest: Louis Langie has been the self-proclaimed "father of inventions," since he and his wife designed the My World Multi-Purpose Diaper Bag. The UPS deliveryman from Corona, CA, is a father who invented a diaper bag that he claims is more functional, organized, versatile and "dad-friendly" than the average quilted diaper bag. "This bag is also unique in that it combines three large, fold-down compartments for refrigerant and storage needs into one sleek, multi-purpose bag, which prevents multiple bag usage and items from being jumbled," Langie says.

In addition, he adds, "Fathers do not mind changing their children's diapers, feeding them, or being actively involved in their overall care. Many men would just prefer not to carry a large purse, tote or jumbled backpack. Dads won't mind carrying the My World Bag. It's just like a sports bag, except it can carry baby items."

Co-inventor and business partner Rosa Wilkins-Langie says, "It was important to have a multi-purpose bag that could continue to be useful even after the diapers are gone." Additional usages include travel, gym, medical, sports, nutritional diets, recreation, picnics for two and more.

For more: www.myworldcarrier.com

That's all for this month. Feel free to contact editor Michael Jacobsen at 201-612-6601 or email at [mjacobson@inda.org](mailto:mjacobsen@inda.org).

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