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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 2006 Vision Consumer Products Conference, January 15-18, 2006, New Orleans, La.

**Welcome to Volume 4, No. 5 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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***VERY IMPORTANT NOTICE:***

***2006 VISIONARY AWARD NOMINATIONS DUE THIS MONTH***

The deadline for nominations for the 2006 Visionary Award, which in its five years of existence has become the most prestigious award in the nonwoven and consumer products industries, is September 1. The award, presented by INDA, annually recognizes consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing process.

The 2006 Visionary Award will be presented at the Vision 2006 Consumer Products Conference, scheduled for January 15-18, 2006, at the Sheraton New Orleans in New Orleans, La. See item below for more on the Conference.

Interested companies can nominate their products -- or the products of a customer -- simply by emailing the product information to Michael Jacobsen at [mjacobsen@inda.org](mailto:mjacobsen@inda.org) - Any samples should be sent to Michael Jacobsen, INDA Visionary Award, 22 Paterson Avenue, Midland Park, NJ 07432; call 201-612-6601 with any questions.

The nominees will then be reviewed by an INDA selection committee and five finalists will be selected to make presentations at the Vision 2006 Consumer Products Conference. Conference attendees will then vote on the recipient of the award.

Last January at the Vision 2005 Conference in New Orleans, BBA Fiberweb was presented with the Visionary Award for its Resolution Print Media product. The BBA product was selected by Vision attendees over five other finalists from such well-known consumer products companies as Gillette, Tyco Healthcare and Kimberly-Clark.

Other previous winners include Brillo Scrub 'n' Toss (2004), FMJ ChemBio for its Civilian Quick Escape Mask (2003) and Procter & Gamble's Swiffer cleaning system in 2002.

The criteria for the 2006 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 2004-05.
3. The product can not have been selected as a finalist in any previous Visionary Award competition.

Products will be judged on their novel use of nonwovens 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.

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.

### **VISION 2006 SET FOR NEW ORLEANS NEXT JANUARY**

The program is being finalized this month for the Vision 2006 Consumer Products Conference, set for January 15-18, 2006, again at the Sheraton New Orleans in New Orleans, La. For more information: [www.inda.org](http://www.inda.org)

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### **INDUSTRY NEWS**

#### **K-C UNDERGOING 'IMPROVEMENT PROGRAM'**

Kimberly-Clark recently unveiled a multi-year program to improve its competitive position by reducing its global workforce and shutting down a number of global facilities. Annual pretax savings are expected to increase to \$300-\$350 million by 2009.

These savings will allow the company to focus on areas positioned to achieve the greatest success. Specifically, the company will invest to strengthen its leadership position in baby and child care, adult care and family care. In particular, investments to support "grow" businesses, such as light-end incontinence, child care and mid-tier diapers, will be ramped up.

Also a focus will be accelerated growth in developing and emerging markets by focusing on the high growth BRICIT (Brazil, Russia, India, China, Indonesia and Turkey) countries as well as improved positions of regional strength in feminine care-the Americas and parts of Asia-while improving returns for the business worldwide.

By the end of 2008, it is anticipated there will be a net workforce reduction of about 10%, or approximately 6,000 employees, while approximately 20 manufacturing facilities, or 17% of the company's worldwide total, will be sold or closed, and an additional four facilities will be streamlined. In addition, seven other facilities will be expanded as some production capacity from affected facilities is transferred to them to further improve the scale, productivity and cost position of those operations. There is a particular focus on Europe aimed at improving business results in the region. The company intends to consolidate and streamline manufacturing facilities, further improve operating efficiencies, and reduce selling, general and administrative expenses while reinvesting in key growth opportunities there.

#### **PCMC REDUCES WORKFORCE**

From *Nonwovens Industry*: Paper Converting Machine Company, Green Bay, WI has reportedly laid off 58 office and administrative workers due to general business conditions and the company's ongoing restructuring efforts. The layoffs were reportedly not related to the company's planned acquisition by Barry-Wehmiller Companies Inc. of St. Louis. The sale was announced in June and is expected to close this fall.

### **SCA BRAND EXTENDS TO INDIA**

From *Nonwovens Industry*: India's J K Aansell will market SCA's Tena range of incontinence products in India through an agreement with the Swedish hygiene specialist. J K Aansell, owner of the Kama Sutra brand of condoms and marketer of imported surgical gloves, will market Tena products in pharmacies and directly to hospitals. SCA will raise awareness about adult incontinence and Tena through a print advertising campaign. The company is also setting up a toll free help line on the subject, which will be operational beginning in mid-September. Tena will initially be marketed in India's 20 largest cities.

### **KIMBERLY-CLARK TURNS TO MOMS ON THE WEB**

Kimberly-Clark has a new "relationship" Website that's designed to get its Huggies brand name in front of expectant mothers long before they have to make their first diaper purchase.

The Huggies Baby Network, which went live on the Internet May 20, is the primary tactic in a \$7 million campaign to raise visibility of the number two disposable diaper brand in the United States. The site aims to earn the trust of pregnant moms prior to purchase by offering them expert advice, content from other birth- and baby-related sites, and interactive tools.

"It's about making a more meaningful emotional connection with visitors — not only with those who are using our products, but with moms from the moment they learn they're pregnant. That's the moment when they're really hungry for information," says Mark Cammarota, Kimberly-Clark's director for baby care marketing.

The new site replaces two previous Web pages that essentially separated the product and content functions -- [www.huggies.com](http://www.huggies.com) and the unbranded [www.parentstages.com](http://www.parentstages.com). Huggies diapers are just one of 17 toiletry product lines Kimberly-Clark sells to parents; others include pull-up training pants, baby soaps and body-care items. That wider competitive front makes it all the more vital to move away from a hard sell based on products and into a softer marketing effort based on community and problem-solving.

### **CDC STUDY SHOWS HOME WATER TREATMENT CAN SAVE LIVES IN DEVELOPING COUNTRIES**

The current issue of the British Medical Journal online includes a scientific study conducted by the U.S. Centers for Disease Control and Prevention (CDC) that shows that household water treatment with PUR Purifier of Water developed by Procter & Gamble lowers diarrhea in children. This is the first study of household water treatment to show a significant reduction in mortality.

"Worldwide, many people drink contaminated water," says John Crump, first author on the study and CDC Medical Epidemiologist. "Our study shows that among people who have highly contaminated and dirty drinking water, PUR can provide water that looks cleaner and reduces the risk of diarrhea, particularly among infants and children."

The study was a 20-week randomized, controlled health intervention trial conducted with 6,650 people living in rural western Kenya, near Lake Victoria, where families collect drinking water from shallow ponds and streams. Family groups were randomized to one of three groups: 1) continue traditional water handling practices, typically cloth filtration to remove turbidity, 2) receive dilute bleach, sodium hypochlorite, to disinfect their water or 3) receive PUR Purifier of Water, a small sachet that is added to contaminated water and removes turbidity as well as disinfects the water. Field workers visited households weekly and used a standardized questionnaire to record the presence or absence of diarrhea and any deaths during the seven days since the last visit.

This is the first study of household based water treatment to show a significant reduction in mortality. 28 deaths occurred in the control, 17 in the bleach, and 14 in the PUR group. There were significantly fewer deaths in the bleach and PUR groups combined compared with control compounds (relative risk of death 0.58, p=0.036) Because the study was not designed to evaluate an effect on mortality and a significant reduction in mortality was observed only when comparing both interventions compared to control practices, further research is needed to better understand the relationship between household based water treatments and reduction in mortality.

Because PUR was highly acceptable to consumers in this study, P&G has worked with a local women's group, the Society for Woman and AIDS in Kenya (SWAK) in order to continue to provide PUR to local consumers. P&G provides the product at cost and SWAK sells PUR for local income generation. P&G has also provided funding so that the non-profit group Population Services International ([www.psi.org](http://www.psi.org)) can distribute PUR throughout Kenya."

#### **CLOPAY COMPLETES PURCHASE OF FINOTECH FROM BBA GROUP**

Clopay recently purchased the remaining 40% stake in its Finotech joint venture from partner BBA Group. The \$82 million cash transaction is expected to strengthen Clopay's European business and streamline its German operations to bring more value, innovation and responsiveness to its global customers. Finotech, Aschersleben, Germany, operates high-speed wide-web extrusion lines producing both monolayer and co-extruded films and extrusion-coated composites for hygiene, protective apparel and industrial applications.

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

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