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VISION News Consumer Products e-Report

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Welcome to Volume 4, No. 6 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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INDUSTRY GETS READY FOR VISION 2006 IN DENVER NEXT MONTH

Plans are all set and the registrations are pouring in for the first big industry event of the 2006 year — VISION 2006 Consumer Products Conference — set for its new home in Denver, Colorado, January 15-18. (VISION 2006 was relocated from New Orleans because of the impact of Hurricane Katrina on that city.)

More than 400 industry professionals from around the world – any place that nonwovens are developed and utilized in the production of consumer products – will be in Denver that week.

To go along with the great networking that has become a hallmark of the five-year-old event, VISION 2006 boasts an impressive line-up of speakers. Topics will focus on important aspects of globalization, including:

- ✓ Connect & Develop – Innovation at P&G – New Rules; Larry Huston, P&G
- ✓ Walking in Your Customer’s Shoes, Kim Babusik, Tyco Healthcare Retail Group
- ✓ The Outlook for Energy – A 2030 View, Mick O’Keefe, ExxonMobil Chemical

One new program is a Short Course on Consumer Products: The Fiber-Fabric Connection, scheduled for Sunday, January 15. The relationship between fiber and fabric will be investigated and related to the desired end-use properties found in today’s consumer products. Led by Ed Vaughn, Ph.D., this hands-on training course will provide the insight needed when choosing fibers and fabrics for new products.

For more information or to register for VISION 2006, log on to www.inda.org.

VISION ATTENDEES CAN VOTE FOR RECIPIENT OF 2006 VISIONARY AWARD

Always one of the highlights of attending VISION is the chance to vote on the recipient of the prestigious Visionary Award, presented to one company whose new product best utilizes nonwoven fabrics in its final form.

Five truly deserving consumer products have been nominated as finalists for the 2006 Visionary Award. These five finalists will make 10-minute presentations as part of VISION — and will display their products at the Table-Top Receptions – and then attendees will cast their vote for the winner, who will be announced on the final morning of the Conference.

The five finalists are:

1. Cotton Enhanced Baby Wipes, Chicopee. The company’s Apex technology enhances the performance of cotton, imparting a three-dimensional image onto the nonwoven, creating a thick, soft wipe. The engineered composite nonwoven structure forms a cloth-like premium wipe that is strong, tear and puncture resistant.

2. Disposable Mitt with Body Wash, Kimberly-Clark. The new Disposable Mitt with Body Wash helps toddlers learn how to bathe themselves and allows parents to be able to finish the job. The textured Coform basesheet is formed into a mitt that allows for both baby and mom to use. It is also a technology first for printing multiple colors on highly textured Coform.
3. Stayfree Advanced Protection, Johnson & Johnson. Stayfree Advanced Protection is designed for use both for menstrual and bladder protection.
4. Disaster Relief Blanket, PGI Nonwovens. The blanket incorporates Apex technology and spunbond fabric and one version is offered with a metallized SB back, which also allows for the attachment of disposable heat pads for Extreme Climates. It is a two-sided (63% by weight polyester face/37% by weight polypropylene back) blanket designed for indoor or outdoor use.
5. Mr. Clean MagicReach , Procter & Gamble. Launched in February, Mr. Clean MagicReach consists of an implement to be used with two types of disposable nonwoven pads. One pad is pre-moistened for mopping the floor and cleaning countertops, and the other pad is water-activated for cleaning soap scum from your tub/shower.

Last January at VISION 2005 in New Orleans, BBA Fiberweb was presented with the Visionary Award for its Resolution Print Media product. As has become a tradition at the VISION Conferences, BBA will make a presentation at VISION 2006 to provide an update on the Resolution Print Media.

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.

THANKS TO THE VISION COMMITTEE

One of the hallmarks of the first five years of the VISION Consumer Products Conference has been the simple fact that it is created by the industry, for the industry. Organized by INDA, VISION is actually the work of an active Committee and as we get ready for the 2006 event it is time to thank them for their work:

Robert Johnson, Smith, Johnson & Associates (Chair)
Kim Babusik, Tyco Healthcare Retail Group
Carmen Baker, Rockline Industries
Karen Bitz, Nonwovens Industry
Charlotte Castleberry, Kleen Test Products
Victor Day, Fulflex, Inc.
John Howell, National Starch & Chemical Co.
Robert Hufnagle, Playtex Products, Inc.
Joan Izzo, Tredegar Film Products
Karen Jones, PGI Nonwovens
Tom Kaiser, Koch Cellulose
Paul Latten, Invista
David Lowrance, The Clorox Company

Richard Mallon, JRM Associates
Michael Norboge, Jacob Holm Group
Janet O'Regan, Cotton, Inc.
Rakesh Popli, S.C. Johnson & Son
Paul Russo, The Procter & Gamble Company
Donald Sheldon, Tyco Healthcare Retail Group
James (Skip) Sneyd, Kimberly-Clark Corporation
Mark Snider, Nordson Corporation
David Williams, Unilever HPC NA
Theodore Yemm, ExxonMobil Chemical Company

MEETING REPORT: FILTRATION 2005 LIVES UP TO THE HYPE

With the business of filtration continuing to play a vital role in the personal and business lives of people and companies around the globe, the Filtration 2005 International Conference and Exposition drew a record number of exhibitors and more than 1600 attendees to Navy Pier in Chicago, November 15-17.

Living up to its reputation as the largest filtration industry event in the world, Filtration 2005 featured 125 exhibitors, up 12% from the previous year's event in Philadelphia. It also offered three days of seminars and tutorials covering all aspects of the supply chain.

"Attendees at Filtration 2005 were able to see and touch the latest developments in raw materials, machinery and finished products," says Rory Holmes, President of INDA, Association of the Nonwoven Fabrics Industry, organizer of the annual event. "The Conference offered papers on the latest technology in filtration and the two-day Exposition provided attendees a chance to experience the products that are the future of this business."

Among the highlights of Filtration 2005:

- ✓ Once again, a Best Booths competition was held to recognize and reward the most attractive and innovative displays at Filtration 2005. Winners were announced in two categories — Large Booth (more than 200 square feet) and Small Booth. The winners: Large Booth, First Place – Johns Manville; Large Booth, Second Place – Lydall; Small Booth, First Place – Ticona; Small Booth, Second Place – Apple Rubber Products.
- ✓ A keynote address from Morton Kaimen, Ph.D., of Northwestern University provided a look at the impact China and India are having on the U.S. and global economy. Dr. Kaimen's prognosis: "“With all of their investments in the U.S., eventually they become us.”"

Filtration 2006 is scheduled for November 28-30, 2006 in the Pennsylvania Convention Center in Philadelphia.

**INDA REPORT: ANALYSIS OF NORTH AMERICAN WIPES INDUSTRY –
2005-2010**

A new report on the North American Wipes industry will be released at VISION 2006 in January. This statistical report has some previously unreleased preliminary findings, among them the simple fact that the wipes industry is much bigger than expected. This critical wipes report is detailed and comprehensive. There will be subsequent reports that will focus on Europe and other popular regions. Reserve your copy today! Call Misty Ayers (919) 233-1210 ext. 112 or email mayers@inda.org.

That's all for this month. Feel free to contact editor Michael Jacobsen at 201-612-6601 or email at mjacobsen@inda.org.

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