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**VISION News Consumer Products e-Report**

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**Welcome to Volume 4, No. 2 of the VISION News Consumer Products e-Report.**

The VISION News Consumer Products e-Report is written and distributed monthly 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 READIES FOR VISION 2005 CONFERENCE THIS MONTH**

The much-anticipated Vision 2005 Consumer Products Conference is now just a few weeks away -- January 16-19, 2005, in New Orleans, Louisiana. Pre-registration numbers are exceeding expectations and a crowd of close to 500 is anticipated for the three days of presentations, networking and industry awards.

If you have not already registered, do so right away. just go to [www.inda.org](http://www.inda.org) and you can be a part of the industry's most important event of the year, in one of the country's most exciting cities. Here's a look at what you can expect at Vision 2005:

The presentation of the coveted 2005 Visionary Award, given annually to the consumer product that exhibits the best use of a nonwoven fabric. Following the presentations by the six finalists, attendees will vote on the recipient of the 2005 Visionary Award, which will be announced on the final morning of the Conference. The 2005 finalists are:

1. Resolution Print Media, BBA Fiberweb (U.S.).
2. Oral-B Brush-Ups, Gillette (U.S.).
3. Huggies Disposable Wash Cloths, Kimberly-Clark (U.S.).
4. Automotive Oil Filter, Mann + Hummel (Germany).
5. Soft-Fit Training Pants, Tyco Healthcare Retail Group (U.S.).
6. Love 'N Sanitary Napkin/Panty Liner, WIP srl (Italy).

A "Globalization" session spearheaded by Dieter Brandes, previously an executive with Aldi, the German retailer that is looking to expand its presence in the U.S.

A "Lessons from the Leaders" panel discussion that will bring together the top executives from such influential suppliers as PGI, BBA Fiberweb, Freudenberg, Nordson and Tredegar Film Products.

Presentations from the consumer research firm A.C. Nielsen as part of a "Profitable Consumer Trends" session. That session will also include a look at household cleaning products from the Soap and Detergent Association; a "Marketing to Women" discussion; and a Consumer Trends segment that will feature an informative Consumer Focus Group moderated by The Martec Group.

A final day breakfast session featuring Peter Ricchiuti, noted Tulane University business professor, who will give an entertaining and informative look at "Globalization – The Good, The Bad and The Ugly." Ricchiuti has been described as a cross between Alan Greenspan and Robin Williams.

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## **INDUSTRY NEWS**

### **K-C EXPANDING HUGGIES BRAND INTO SHAMPOO, LOTIONS**

Kimberly-Clark Corp. is expanding its Huggies line of diapers to include shampoo, lotion, a cream for rashes and a baby powder that goes on wet and dries on the skin. The company plans to market more than 20 toiletry items under the Huggies Bath & Body Products banner at major U.S. and Canadian retailers early this year.

The company said the new line makes Huggies the only brand with products in diapers, training pants, wipes and toiletries.

### **SCA ACQUIRES REMAINING 50% OF COPAMEX**

The Swedish pulp and paper group Svenska Cellulosa Aktiebolaget (SCA) has acquired the remaining 50% of the shares of the Mexican hygiene products company Copamex Productus al Consumidor SA de CV (CPG) from its partner Copamex SA de CV. CPG is the leading Mexican supplier of incontinence products, the second largest tissue producer and one of the three largest producers of feminine hygiene products. The company has operations in Mexico, Costa Rica and Nicaragua.

### **DAIO PAPER DEVELOPS ULTRATHIN DISPOSABLE DIAPER**

Daio Paper has developed an extremely thin disposable diaper with an absorbent layer of just 1.8 mm. The company aims to increase its share with the new product and aims to have sales of 1.5 billion yen for the first year.

The new Oshare Pants are "by far the thinnest diaper on the market," according to the manufacturer. The absorbent layer consists of absorbent polymer with less pulp than usual to make an even, thin absorbent layer. The company's share of pant-type disposable diapers is 15%.

### **BASF CLOSING POLYMER PLANT**

German-owned chemicals giant BASF Corp. will shut down its Portsmouth plant by mid-2007 as it consolidates production of superabsorbent polymers. Citing the need to cut costs and boost efficiency, BASF will phase out the Portsmouth plant during the first half of 2007 and transfer production to a facility planned for the company's plant in Freeport, Texas.

The company also is closing its superabsorbents factory in Aberdeen, Miss., and moving that capacity to the Texas plant.

BASF said the move is a reflection of the changing North American manufacturing environment. Centralization of all superabsorbent production will provide economies of scale and better access to acrylic acid, a key raw material.

### **CONCERT APPLIES FOR DE-LISTING FROM TSX**

Concert Industries has applied to the Toronto Stock Exchange to de-list its shares and debentures. The de-listing was scheduled to be effective as of the close of business December 31, 2004 to coincide with the implementation of the previously announced final plan of arrangement pursuant to the Companies' Creditors Arrangement Act of its Canadian operating subsidiaries (the "Plan"). With the implementation of the Plan, the Tricap Restructuring Fund will become the direct or indirect sole shareholder of Concert's Canadian and European operating subsidiaries. Following these arrangements, the assets remaining in Concert Industries Ltd. will have no material value.

### **TZMO TO OPEN HYGIENE PLANT IN INDIA**

Torunskie Zaklady Materialow Opatrunkowych (TZMO) will open a feminine hygiene products plant in India, the first large investment by a Polish company in that country. "In India only 20% of women use hygiene materials. Nevertheless the market is huge. That is the reason for our decision to build a plant there," said TZMO's president Jaroslaw Jozefowicz.

The Polish company's plant is being constructed by a firm that TZMO founded together with an Indian partner. TZMO does not want to reveal the value of the investment. The plant will produce panty liners, and it will be decided in the future whether other products are to be added as well.

### **STARR PUBLISHES INCONTINENCE STUDY**

John R. Starr, Inc. of the United States and Engqvist Consulting of Switzerland recently published a 432-page report, "Adult Incontinence Market Opportunity, North American and Western European Outlook 2003 to 2008." The study assesses how competing solutions are likely to impact the market outlook for absorbent products, incontinence drugs, medical devices and behavioral therapies. The results of the study confirm that market penetration is still low and that significant opportunities exist for most product alternatives.

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### **PATENT REVIEW**

#### **Methods and Apparatus for Bonding Materials, Especially Materials Used In Absorbent**

Articles. Number WO 2004108037

Appl. Data US 04017875 2004 06 07

Applicant: Procter & Gamble

Inventors: McFall, Ronald, Ray; Dehaan, Dennis, Allen

Abstract Methods of and apparatus for bonding and/or embossing of materials, especially materials used in the manufacture of hygienic articles, including, but not limited, to absorbent articles such as feminine hygiene articles, disposable diapers, incontinence devices, wipes, and the like.

#### **Volatile Material Containing Sanitary Absorbent Article With Barrier Package**

Pub. Number WO 2004103235

Appl. Data US 04015789 2004 05 20

Applicant: Procter & Gamble

Inventors: Guerreschi, Lisa; Sierrri, Giancarlo; Massacesi, Ettore; Partenza, Vincenzo; Carlucci, Giovanni

Abstract The present invention relates to the field of sanitary absorbent articles for feminine hygiene of human wearers. In particular, the present invention relates to sanitary absorbent articles comprising non-aqueous volatile material, which has the tendency to vaporize at room temperature. These articles are packaged according to the present invention in a package, which is substantially impervious to liquids and vapors. This ensures that the amount of the non-aqueous volatile material initially present in the absorbent article does not substantially decrease during a longer period of storage or shelf life of the packaged article.

#### **Feminine hygiene product storage case**

U.S. Patent Number D498918

Issue Date 2004 11 30

Inventor: Lundy, Charmaine

Title Feminine hygiene product storage case

The ornamental design for a feminine hygiene product storage case, as shown and described.

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**That's ALL FOR THIS MONTH**

Feel free to contact editor Michael Jacobsen at 201-612-6601 or email at [mjacobsen@inda.org](mailto:mjacobsen@inda.org) .

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