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VISION News Consumer Products e-Report

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Welcome to Volume 3, 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.

VISION 2004 BROCHURE IS IN THE MAIL

If you haven't received it already, look for the colorful new brochure that gives you all of the details on how to be a part of the Vision 2004 Consumer Products Conference, set for January 25-28, 2004 at the beautiful Mandalay Bay Hotel in Las Vegas, Nevada. More than 500 consumer products executives from around the world are expected to attend the year's first and best Conference.

If you just can't wait, log on to:

<https://imisw.inda.org/Source/Meetings/cMeetingProcessSearch.cfm?section=Events>

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INDUSTRY NEWS

PLAYTEX EARNINGS DOWN; LAUNCHING NEW TAMPON

Playtex Products recently reported that it earned \$3.1 million in the third quarter, down from \$8.9 million. For the nine-month period ended September, the company earned \$19.2 million, down from \$41.7 million in 2002. Net sales were \$150.1 million in the third quarter of 2003, which compare with prior year results of \$161.6 million.

Among the financial highlights:

- ✓ Feminine Care sales lagged from a year ago as a result of lower consumption combined with heavy promotion levels in the comparative 2002 period.
- ✓ Pipeline shipments of the new Heat Therapy product were included in the year-ago period.
- ✓ Infant Care net sales were 1% lower than a year ago; however, excluding the non-core baby wipes business, Infant Care sales were up 1%.

A launch of Playtex Beyond Tampons in 2004 will boost sales, according to Playtex CEO Michael Gallagher. "The next step in our offense includes the launch of an innovative new tampon that has been in development in our laboratories over the past several years. Beyond will begin shipping in the first quarter of 2004."

Beyond features include a contoured tip and a colorful flushable applicator and it will be targeted toward women who want the convenience and flushability of a cardboard product but are dissatisfied with the comfort of their current tampon.

K-C SAYS COMPETITION KEPT PROFITS DOWN IN THIRD QUARTER

Kimberly-Clark recently announced that its third-quarter profit fell nearly 5% amid increased competition in the market for diapers and training pants. It earned \$419.7 million, down from \$441.2 million year earlier.

Net sales rose 4.4% to \$3.64 billion from \$3.49 billion.

Kimberly-Clark said net selling prices declined about 1% because of increased competitive promotional spending. The company said the decline was 2% for personal-care products in North America, mostly to counter price reductions by a competitor in the training-pants market. Procter & Gamble has spent heavily to promote its Pampers training pants.

CEO Thomas Falk says he doesn't expect any letup in competitive pressure and that tissue products would be affected by higher costs for raw materials in the fourth quarter.

For the first nine months of the year, Kimberly-Clark earned \$1.23 billion, a drop of 5.4% from \$1.31 billion in the same period last year. Net sales rose 4% to \$10.65 billion from \$10.23 billion.

SWIFFER TRYING TO MAKE THE SUPER BOWL

(From Reuters) A heated playoff is taking place in Cincinnati to decide who gets a coveted spot in the Super Bowl, but the losing Bengals and other professional football teams are not part of the competition. This playoff is among eight brands owned by Procter & Gamble to snag the company's first-ever spot during the Super Bowl in January.

The battle is noteworthy because P&G, one of the world's largest advertisers, has been conspicuous in its absence from the annual parade of pitches by major companies to what is the largest viewing audience of the year.

P&G had annually decided it can more effectively spend its marketing dollars than on the Super Bowl, where last year a 30-second spot cost \$2.2 million. But this year the Super Bowl XXXVIII is being broadcast by CBS, which is owned by Viacom, with which P&G has a wide-ranging marketing agreement.

P&G started a contest to see which brand's team could come up with the best spot to run during the Super Bowl. Twenty-seven applied and were whittled to eight finalists, each of which will produce a commercial. Stengel, P&G Chairman and CEO A.G. Lafley and two others will choose which brand gets the coveted spot.

The finalists are Old Spice, Pringles potato chips, Crest Whitestrips and Crest Night Effects tooth whitening products, Prilosec heartburn medication, Charmin toilet paper and Mr. Clean and Swiffer cleaning products.

P&G expects all eight of the finalists' spots to reach the air even though only one will be shown during the game.

NEWSPAPER TAKES A SURVEY ON WIPES

This item appeared in the Tennessean newspaper late last month and is brought to you as an example of some real high-tech consumer research (sarcasm intended).

“We asked readers to share their views on some of the cleaning wipes available:

Variety of wipes. Ellen Pierce prefers to use the Lysol or Clorox disinfecting wipes for household cleaning. She really likes the Greased Lightning Orange Blast All Purpose Cleaning Wipes for the car dash and vinyl, and she was even able to get out some spots on the upholstery that she thought were permanent.

She wasn't fond of the Windex wipes or the Kroger brand, saying that the Windex wipes left streaks and the Kroger wipes were "too soft, wet and sudsy." Overall she says the convenience of the wipes overcomes the price.

Microwave wipes. Annie Bernard says the microwave cleaning packs really work. Put the pack in the microwave for a minute, it will open up, let it sit (it will be hot) and then use it to clean the microwave.

Not just for faces. Jaime Swindle found another use for Ponds' non-lathering face wipes for removing makeup. When the kids have been playing outside in bare feet, she uses the wipes on their feet before they come back indoors."

PLEASE DIAPER YOUR HORSE

And finally, this news item was seen in Nonwovens Industry: It seems that a town in Mississippi has passed a law requiring all livestock to be diapered when entering the town. Starting this month, all horses, cattle, sheep, mules and other livestock will have to wear a "waste collection device" when on city streets. Animal lovers, questioning the feasibility of diapering stable horses, are already opposing the ban by threatening not to participate in this year's Christmas parade. Last year the parade included more than 250 animals. City officials have said they won't enforce the ruling during the event.

INTERNATIONAL NEWS

EDANA SUCCEEDS IN OVERTURNING DIAPER EXPORT RULES

EDANA reported recently that it was able to successfully lobby the European Commission to overturn legislation that classified baby diapers and absorbent feminine hygiene devices as medical devices. This eliminates the need for manufacturers in Central and Eastern Europe as well as in some EC member countries to go through lengthy and costly certification under commission rules.

CMPC MAKING FEM CARE PRODUCTS IN SOUTH AMERICA

CMPC Tissue, the Chilean tissue paper company owned by the Matte Group, is analyzing plans to produce tampons and sanitary towels for women in some of the South American countries in which it has plants (Argentina, Peru, Uruguay and Brazil). The company, which sold its 50% stake in Prosan, a maker of tampons, pads and diapers, to Procter & Gamble in 1993, re-entered the segment in August 2003 through the launching of the Confidence line of products. The Confidence line is produced by Ontex Peninsular.

P&G ARGENTINA LAUNCHES NEW DIAPER BRAND

The Argentinean subsidiary of Pampers, the disposable diapers division of Procter & Gamble, recently launched Etapas diapers in the domestic market. The company invested Pesos\$5mil in the launching of the new diapers, of which 45% was invested in technology projects at the company's San Luis industrial plant and the rest in marketing and advertising. Pampers reduced its prices by the average of 17% in July 2003 due to falling demand.

PATENT REVIEW

Method for Forming Laminate Nonwoven Fabric

Pub. Number EP 1354093

Appl. Data: EP 01987134 2001 11 29

Applicant: Polymer Group, Inc.

Inventor: NGAI, Mou-Chung

Abstract: A method for creating a nonwoven laminate fabric with three laminated layers, with top and bottom layers of thin veneer and a center layer of pulp, resulting in a laminate fabric with particular utility as a flushable wipe. A hydroentangled nonwoven layer is provided on a moving support. A second nonwoven layer is overlaid on top of first layer and a third nonwoven layer overlaid on top of second layer. Support with the three layers thereon is then conveyed under manifold. For the utility in making flushable wipes, unentangled regions between lines of entanglement result in a laminate fabric that has a sufficient wet strength and can disentangle under normal shear stresses present in a sewer system so as to be flushable.

Nonwoven Fabric Having Low Ion Content and Method For Producing The Same

Pub. Number: WO 2003083196

Appl. Data: US 0308462 2003 03 19

Applicant: Milliken

Inventor: Booker, Archer, E., D., Jr.

Abstract The present invention relates to a nonwoven fabric having a relatively low level of ionic contaminants which is achieved by exposing the fabric to a deionized water wash, preferably, in-line with the nonwoven production process, thereby eliminating, or at least reducing, the need for an expensive and time consuming cleanroom laundering. The fabric is primarily comprised of continuous filament fibers and may be manufactured into such end-use products as cleaning wipes and protective clothing for cleanrooms and surface coating operations, such as automotive paintrooms. Also encompassed within this invention is a method for producing a nonwoven fabric having a relatively low level of ionic contaminants.

Packaging for feminine hygiene pads

Pub. Number: EP 1354575

Appl. Data EP 02425232 2002 04 15

Applicant Poligof S.r.l.

Inventors: Buongiorno, Livio; Gatti, Giovanni

Abstract A package for sanitary towels or feminine hygiene pads is disclosed, in which the feminine hygiene pad comprises a body of absorbent material, interposed between a layer of microperforated material, on one side, and a layer of waterproof material on the other side, on which adhesive strips are disposed. The package comprises a functional layer facing toward the inside of the package, consisting of thermoplastic material comprising a siloxane polymer, so that the surface of the functional layer in contact with the adhesive strips of the hygiene pad has a low

coefficient of friction, to allow easy detachment of the pad from the package, without deterioration of the relative adhesive strips.

Sanitary napkin with intergluteal strip

Patent Number: 6632210

Issue Date: 2003 10 14

Assignee: Neil-PPC, Inc.

Inventors: Glasgow, Tara; Barr, James P.; Gell, Carol B.; Rial, Robert; Shabazz-Houston, Safiyya; Luizzi, Joseph; Louie, Lai Hing; Mavinkurve, Pramod S.

Abstract A sanitary napkin has a strip that extends rearwardly to reside in the intergluteal crevice. The pad fits snugly against the body without penetrating. Because the strip provides improved body contact, similar protection is achieved with a smaller pad, thus providing a discretion benefit to the wearer.

THAT'S ALL FOR THIS MONTH

The next issue of the Vision Consumer Products e-Report from INDA will be sent December 10. In the meantime, feel free to contact editor Michael Jacobsen at 201-612-6601 or email at mjacobsen@inda.org.

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