



October 10, 2002

VISION News Consumer Products e-Report

Published by INDA, Association of the Nonwoven Fabrics Industry and organizer of the annual Vision Consumer Products Conference, January 26-29, 2003 in New Orleans, LA.

Welcome to Volume 2, No. 2 of the VISION News Consumer Products e-Report. VISION is sent monthly to 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:

Lead Article

Seven Finalists Named For 2003 Visionary Award

Industry News

- Diaper Tax Debate Waging In Spain**
- P&G Sues Georgia-Pacific Over Toilet Paper Secrets**
- Manufacturer Claims Menstrual Cup Is Better Than Tampons**
- Kimberly-Clark CEO to Step Down**
- NLRB Accuses K-C Of Discrimination**
- McMillan Moves Up BBA Corporate Ladder**
- BBA Signs Major Healthcare Customer**
- Windex And SHINE Cleaning Up American Cities**
- PuraDyn selling Filter Systems Through Kenworth and Peterbilt**
- PaperPak Bought By Management Team**
- Baby Magazine Names Top New Baby Products Of The Year**
- Pampers Named Best Promoted Brand**
- They Diaper Horses, Don't They?**

New Product: Murphy Wipes

Patent Review

Meeting Preview: Filtration 2002

LEAD ARTICLE

SEVEN FINALISTS NAMED FOR 2003 VISIONARY AWARD

Well-known consumer products companies such as Kimberly-Clark, Procter & Gamble, Purolator and Helene Curtis are among the seven finalists for the prestigious 2003 Visionary Award.

The Visionary Award is presented annually by INDA to recognize recently introduced consumer products that utilize nonwoven fabric technology. The Award is presented during the INDA Vision 2003 Consumer Products Conference, January 27-29, 2003 in New Orleans, LA.

"Each year we find a greater diversity of deserving products that we consider for the Visionary Award," says Ted Wirtz, INDA President, pointing out that there were more than 30 nominations for the award this year. "It is a testament to the growing acceptance of nonwovens in consumer products as well as the ability of consumer products companies to continually innovate with new applications for these fabrics."

The finalists for the 2003 INDA Visionary Awards:

1. **Civilian Quick Escape Mask, FMJ ChemBio, San Diego, CA.** The Quick Escape Mask is designed as an aid to protect individuals against harmful smoke and biological or chemical inhalation. The QEM is the first mask that simultaneously filters chemical and biological substances, providing 15 minutes of escape time from emergency situations.
2. **ThermaSilk Intensive Conditioning Heat-Activated Hair Wrap, Helene Curtis/Unilever, Chicago, IL.** This first-ever Wrap conditioning system is designed to work with the heat of a blow dryer to improve the condition of dry or damaged hair. Allows powerful conditioning agents to deeply penetrate the hair.
3. **Huggies Supreme Diapers, Kimberly-Clark, Dallas, TX.** Through its proprietary nonwovens technology, Kimberly-Clark has developed the first-of-its kind diaper with all-around stretch. It is the only diaper on the market that offers a new stretchable outer cover and has a new stretchy waistband to provide fit and comfort.
4. **The Neat Sheet, Kimberly-Clark, Dallas, TX.** Made of a K-C patented nonwoven fabric that repels water, sand and dirt, The Neat Sheet is big enough to

comfortably seat a family of four, yet small and light enough to fit in a beach bag, backpack or picnic basket.

5. **TheraPatch Dermal Patches, LecTec Corporation, Minnetonka, MN.** TheraPatch dermal patches deliver topical medications and other effective ingredients to the skin. The patented hydrogel technology combines active ingredients in a topical ointment that is contained on a breathable, soft cloth patch.
6. **ThermaCare, Procter & Gamble, Cincinnati, OH.** ThermaCare Air-Activated HeatWraps are made of soft layers of cloth-like material that contain natural, heat generating ingredients that heat up when exposed to oxygen in the air. ThermaCare gets warm, and stays warm for at least eight hours, penetrating to relax tight muscles.
7. **Puro Pleat & Puro Pleat ULTRA, Purolator Air Filtration, Henderson, NC.** The Puro Pleat home air filter is a high-efficiency filter with a reinforced frame and features a corrosion-resistant metal grid that supports the nonwoven media. This filter is able to remove airborne particles of 3.0 microns and larger, including pollen, pet dander, and dust mites.

Each of the finalists will make a presentation at the 2003 Vision Consumer Products Conference and then attendees at the conference will vote on the recipient of the 2003 Visionary Award. The recipient of the 2002 Visionary Award was the Swiffer cleaning system from Procter & Gamble.

For more information on the 2003 Visionary Award, contact project coordinator Michael Jacobsen, 201-612-6601; [mjacobson@inda.org](mailto:mjacobsen@inda.org).

For information on the 2003 Vision Consumer Products Conference, log on to www.inda.org.

INDUSTRY NEWS

DIAPER TAX DEBATE WAGING IN SPAIN

In international news that should pique the interest of American consumer products companies, opposition lawmakers last month called on Spain's government to stop taxing disposable diapers as a luxury item at 16%, the same rate as cigarettes and alcohol. Prime Minister Jose Maria Aznar's conservative government used to tax feminine hygiene products at 16%, but recently agreed to lower the rate to 7% under pressure from the Socialist Party.

Now the Socialists have set their sights on both baby and adult diapers, proposing they should only be taxed at 4%. One estimate says the Spanish government takes in some \$125 million a year from taxing diapers, a product one lawmaker says is a necessity. "What alternative is there?" the (female) lawmaker has asked.

Also supporting the tax cut is the Spanish Federation for Large Families. Federation President Jose Ramon Losana, who estimates his 12 children have gone through 84,000 diapers, says big families should be rewarded for stimulating the economy. "When kids use diapers, they are generating gross domestic product," he said.

We're not sure if he realized the double meaning of his statement when translated to English, but the fact remains this is a very real issue in Spain this fall.

P&G SUES GEORGIA-PACIFIC OVER TOILET PAPER SECRETS

Procter & Gamble late last month filed a lawsuit to prevent rival Georgia-Pacific from using P&G trade secrets in making toilet paper and paper towels. The lawsuit was filed after Georgia-Pacific, maker of Brawny paper towels and Quilted Northern toilet paper, hired a former P&G technology manager who knew the trade secrets.

David Raines had been responsible for P&G's paper making technology. The technology is called through-air drying, part of the process that gives paper products their texture and softness. "That information will directly benefit Georgia-Pacific in their new TAD paper-making operations, which are now under construction," P&G said in a news release, adding that Raines is doing virtually the same work at Georgia-Pacific that he did at P&G.

Georgia-Pacific issued a statement dismissing the lawsuit as having "no basis in fact" and said that it had taken "all appropriate steps to ensure this employee does not reveal any Procter & Gamble trade secrets."

MANUFACTURER CLAIMS MENSTRUAL CUP IS BETTER THAN TAMPONS

A small, internally worn reusable menstrual cup called "The Keeper" is a much better choice than traditional feminine hygiene products, while saving money and protecting the environment, according to Ms. Lou Crawford, President of a Cincinnati-based company that makes the product.

Crawford says one Keeper has a life expectancy of at least 10 years. It costs \$35 through distributors or at www.thekeeperinc.com.

"During her lifetime, a woman uses many thousands of disposable menstrual products, posing a huge risk to the environment," says Crawford. "Just one Keeper can help a woman replace the several thousands of disposables she would normally use over a 10-year period."

Women find The Keeper, which can be carried inconspicuously in its own drawstring purse, convenient and easy to use and maintain. The reusable cup, similar to rubber used to make baby bottle nipples, can be worn up to 12 hours. It is estimated that the average woman will need approximately four Keepers throughout her menstruating lifespan. On the other hand, she would need to purchase nearly 12,000 disposable tampons and pads during that same time period.

K-C CEO STEPPING DOWN

No more free diapers for Wayne Sanders, who resigned as CEO of Kimberly-Clark Corp. last month. Sanders plans to retire as Chairman in February.

President Thomas Falk, 44, was elected Chief Executive and the company said it expected that Falk also would succeed Sanders as Chairman. Falk joined Kimberly-Clark in 1983 and played a key role in integrating Scott Paper, which Kimberly-Clark acquired in 1995, and in overseeing a change in the company's manufacturing and distribution systems.

Falk said he does not plan big changes in strategy for core businesses such as tissues and personal-care products. "Consumers need our kinds of products every day," Falk said. "We've got a very strong franchise and expect that to continue."

According to company documents, Sanders was paid \$950,000 last year, and received \$8.5 million from a long-term bonus program and options on 500,000 shares. Falk was paid \$675,000 plus \$2.9 million from the incentive plan and options on 225,000 shares.

NLRB ACCUSES K-C OF DISCRIMINATION

In totally unrelated labor news at Kimberly-Clark, the National Labor Relations Board has accused K-C of discriminating against 100 maintenance workers at the company's plant in Conway because they chose to join a union. The company did not give the workers raises and bonuses given to the plant's other 400 employees and kept them on irregular work schedules when other employees worked set shifts, all after the Arkansas Regional Council of Carpenters organized at the plant last summer. Maintenance workers are the only K-C employees in Conway represented by a union.

The company took the actions because employees "joined the union ... and to discourage employees from engaging in these activities," according to the complaint. A hearing is scheduled for December 5.

MCMILLAN MOVES UP BBA CORPORATE LADDER

Ross McMillan, Chief Executive of the BBA Materials Technology Group, has been appointed an Executive Director of BBA Group plc. BBA Group has two divisions: Aviation Services Division and the Materials Technology Group.

McMillan has worked in the fibers, specialty chemicals and plastics industries for nearly 30 years, beginning with DuPont. Before joining BBA he was President and CEO of INEOS Acrylics, Memphis.

BBA SIGNS MAJOR HEALTHCARE CUSTOMER

A multimillion contract with a major healthcare textile converter added to a previously announced contract in the wipes industry is paying dividends at BBA Nonwovens. The company said it would meet the converter contract's needs from its existing U.S. facilities while the wipes contract has led to the construction of a \$36 million spunlace line in Bethune, SC.

WINDEX AND SHINE CLEANING UP AMERICAN CITIES

To help lift the dirt on window cleaning and put extra sparkle in local communities, the makers of Windex will "Team Up to Clean Up" with non-profit organization SHiNE (Seeking Harmony in Neighborhoods Everyday). In select cities across America, Team Windex, a mobile cleaning team consisting of city officials, local residents, SHiNE youth and expert window cleaners, will join in a community effort to clean glass and other surfaces to a "streak-free shine." Based on the number of surfaces cleaned, SC Johnson, the makers of Windex, will make a donation to SHiNE for up to \$30,000.

Even better, Susan Olsen, better known as Cindy Brady of The Brady Bunch, will help kick-off the effort in Chicago, by joining in to clean prominent landmarks, public transportation hubs and under-served communities. As the tour travels to Boston and Philadelphia, different local celebrities will be on-hand to help with the community cleaning.

Here's the business angle: To make cleaning easier than ever, Windex has introduced two new products, Windex Glass & Surface Wipes and Windex Foaming Glass & Multi-

Surface Cleaner. The company says the majority of those responding to a recent survey (79%) thought window cleaning would be easier with a wipe.

PURADYN SELLING SYSTEMS THROUGH KENWORTH AND PETERBILT

PuraDYN has significantly enlarged its distribution network through an aftermarket agreement with PACCAR. Through the program, approximately 500 participating Kenworth and Peterbilt dealers will be able to offer puraDYN's proprietary filtration systems as an aftermarket option.

"This aftermarket program will allow PACCAR to meet the efficiency and environmental needs of its customers," says puraDYN's President and COO, Kevin Kroger. "The puraDYN system significantly reduces new oil purchases and disposal costs by safely extending oil drain intervals, which will save their customers money and downtime. In addition, the system minimizes the environmental effects associated with frequent oil changes."

Since July 2001, puraDYN's international and domestic distribution network has increased by 41%. Last month, puraDYN reported that net sales increased by 81% in the second quarter of 2002 and that manufacturing capacity was doubling in order to meet current and anticipated business opportunities.

PAPERPAK BOUGHT BY MANAGEMENT TEAM

PaperPak Products, San Dimas, CA, a producer of adult incontinence products, has sold its business to a management team led by CEO Michael Brown and private equity group 3i Group. The sale includes the company's North American manufacturing, sales and administrative operations as well as its European unit in Sweden.

PaperPak had divested its grocery packaging and materials division last year as part of its plan to strengthen and realign management and improve operating efficiencies. The company, which will now be known as PaperPak, plans to introduce new products and programs with a focus on the premium Attends brand, which it acquired from Procter & Gamble in 1999.

BABY MAGAZINE NAMES TOP NEW BABY PRODUCTS OF THE YEAR

It is not in the same league as the INDA Visionary Award (see lead article above), but American Baby magazine recently announced the winners of its fifth annual American Baby Best of the Year Awards (AMBY), given to the top 10 products that make parents lives easier. More than 10,000 parents voted on the awards.

Among the winners, which are profiled in the September issue of American Baby magazine or at americanbaby.com:

- Playtex Diaper Genie: The diaper pail wraps soiled, smelly diapers in a lightly scented, bacteria-resistant bag. The pail lessens odors and allows for fewer trips to the trash bin.

- Huggies Supreme Disposable Diapers: The stretchy leg and waist openings of the diaper are especially good for active babies and help keep babies' skin rash-free.
- Pampers Baby-Dry Diapers: The cloth-like texture of this diaper feels plush and helps defend against leaks and diaper rash.

Among the five AMBY Award runner-up products:

- Huggies Ultratrim Diapers: The absorbent diaper leaves room for "breathing" to prevent rashes.
- Pampers Premium Diapers: The diapers have stretchy sides to help babies feel less restricted and prevent leaks.

PAMPERS NAMED BEST-PROMOTED BRAND

PROMO Magazine's annual list of the Best-Promoted Brands of 2002 includes one familiar name: Pampers. Here are its comments:

Damage control — and we're not talking dirty diapers. Procter & Gamble weathered a p.r. nightmare when Pampers Perks loyalty program ran out of Fisher-Price toy premiums near the end of the program's 12-month run. Consumer complaints poured in; P&G responded quickly with a classy cash offer. Pampers.com is still a destination for parent education; Parentpages e-newsletter offers customized content to registered visitors. New products such as Cruisers hit the mark. Pampers (all SKUs) sold \$820.7 million for 52 weeks ended July 14, per IRI.

THEY DIAPER HORSES, DON'T THEY?

Finally, this news item appeared in the Nonwovens Industry Executive Report: A plan by city officials in Vienna, Austria to diaper carriage-drawing horses within the city has been met with disdain by animal lovers and horsemen. Donning diapers themselves, animal rights activists lined up at Heroes' Square in front of the former imperial Hofburg Palace in September to protest the plan. The protesters claim the proposal, which is meant to keep horse manure from dirtying the streets of the historic city, would inflict undue suffering on the animals. "The diapers would restrict the horses' movement and would rub, causing wounds," said Attila Cerman, a spokesperson for Four Paws, the animal rights group that organized the protest.

Opponents claim that diapers would keep the horses from being able to flick flies away with their tails and would do little to fight the main source of horse-caused stench - urine. The activists urged city officials to instead reduce the number of horse-drawn carriages and deploy more cleanup teams armed with brooms and scoops to clean up the droppings.

NEW PRODUCT: MURPHY WIPES

One of the more venerable names in the household products market has teamed with new technology to introduce Murphy Soft Wipe, which has been developed by Colgate-

Palmolive. This wipe, pre-moistened with Murphy Oil Soap, comes in a re-sealable pouch of 18 wipes and is safe for use on all finished or painted wood surfaces.

PATENT REVIEW

One step process for making breathable, clay filled polymer compositions having controlled stability in contact with aqueous fluids

Assignee: Kimberly-Clark

Abstract: This invention discloses novel water-responsive compositions with improved stability to aqueous liquids and an improved method of making the compositions. The addition of organically modified clay to poly(ethylene oxide) significantly improves the liquid stability and melt processability of the PEO. The PEO compositions can be produced using an economical one step process comprising blending a dry mixture of PEO and organically modified clay particles and melt processing the dry mixture. The melt processing of a mixture of PEO and organically modified clay particles facilitates the melt processing of PEO over a broad range of molecular weights, most notably high molecular weights. Advantageously, the process described herein eliminates expensive and complex processing steps and is useful for manufacturing flushable articles such as disposable diapers, feminine pads, pantliners, etc.

Patent Number: 6451895; Issue Date: 2002 09 17; Inventors: Topolkaev, Vasily A.; Eby, Thomas A.; Wang, James H.

Elastic fibers, fabrics and articles fabricated therefrom

Assignee: Dow Chemical

Abstract: Elastic fibers and fabrics made from homogeneously branched substantially linear ethylene polymers are disclosed which can be produced on conventional polypropylene or polyethylene fiber or fabric processes. They can be used to produce highly elastic structures that can have recycle compatibility between elastic and non-elastic components. The novel fibers have at least about 50% recovery at 100% strain. The fibers and fabrics are especially useful in making fabricated articles and components thereof (e.g., disposable diapers).

Patent Number: 6448355; Issue Date: 2002 09 10; Inventors: Knight, George W.; Maugans, Rexford A.; Knickerbocker, Edward N.

Tampon applicator

Abstract: Tampon applicator for feminine hygiene, comprising a cylindrical applicator barrel of paper-like material, having a front end comprising segments which are bent forwards and inward with respect to the longitudinal center axis of the applicator barrel, forming a dome whereby a weakening of the segments is provided for reducing their resistance to a spreading movement of the segments during the pushing out of a tampon from the applicator barrel. The bases of the segments are formed by the front, solid-cylindrical end of the applicator barrel and the weakening of the segments is provided on the inner surface and at an axial distance from the base of the segments. The tampon applicator reduces the ejecting pressure by means of the predetermined breaking lines at the inner surface of each segment while the smooth outside of the segments reduces irritations when in use. Additionally, the invention relates to a process and an apparatus for manufacturing said tampon applicator.

Patent Number: 6450985; Issue Date: 2002 09 17; Inventors: Schoelling, Hans Werner; Engvist, Helena

Absorbent article having improved adhesive system to provide flexibility and breathability

Assignee: Procter & Gamble

Abstract: An absorbent article, such as a diaper, a sanitary napkin, a panty liner, an adult incontinence device, a bandage, or the like is provided which has: (a) a liquid pervious topsheet defining a body-facing side of the absorbent article; (b) a liquid impervious backsheet joined to the topsheet and defining a garment-facing side of the absorbent article; © an absorbent layer being positioned between the topsheet and the backsheet; and (d) an adhesive system located on the backsheet. The adhesive system comprises a plurality of three-dimensional protrusions which are deformable into a substantially two-dimensional configuration and an interconnected network of adhesive surrounding the protrusions which is protected from inadvertent contact with external surfaces until the three-dimensional protrusions are deformed into a substantially two-dimensional configuration. The absorbent article preferably includes a plurality of flaps which may themselves preferably include an adhesive system, and the backsheet of the absorbent article is preferably breathable.

Patent Number: 6443936; Issue Date: 2002 09 03; Inventors: Hamilton, Peter W.; Berg, Jr., Charles J.; Pollard, Ricky Alan

MEETING PREVIEW

FILTRATION 2002 TO ATTRACT 2,000 PROFESSIONALS

The global filtration business is getting set for what promises to be by far the largest industry event of the year, the Filtration 2002 International Conference & Exposition, December 3-5, in Washington, D.C. Close to 200 filter media, material, component and service suppliers will be exhibiting and more than 2000 industry professionals from around the world will be crowding the aisles of the Washington Convention Center. In all, more than 950 companies from 30 countries will be represented.

Illustrating the continuing change taking place in the global filtration market, many of the exhibitors at Filtration 2002 will be first-timers, according to Marilyn Bellinger, Sales Coordinator for INDA. "Exhibit sales have been brisk and I expect the show floor to sell out," Bellinger says. "I am truly excited at the number of brand new exhibitors who have signed up to be a part of the experience."

Ted Wirtz, INDA President, says that "this is the one place in the world where all facets of the filter business can come together for networking and education and to see the latest new products."

On December 3 and 4, the Filtration 2002 Conference focus will be on cutting edge information. Two basic courses -- Filtration 101 & Filtration 201 – will round out the conference program. Filtration 101, the Fundamentals of Filtration will review the fundamentals of air/gas and water filtration. New for Filtration 2002 is Filtration 201 - Advanced Filtration. Filtration 201 goes beyond the basic principles that will be taught in Filtration 101 by covering advanced air filtration principles, porometry and new water filtration technologies.

Among the topics to be covered at Filtration 2002

- Emerging Markets
- Automotive/Transportation Filtration
- Household Filtration
- Consumer Applications
- Government Regulations
- Global Opportunities
- Medical Filtration
- Hot Topics
- Fundamentals of Filtration

For more information: www.inda.org.

THAT'S ALL FOR THIS MONTH

The next issue of the Vision Consumer Products e-Report from INDA will be sent November 11. In the meantime, feel free to contact editor Michael Jacobsen at 201-612-6601 or email at [mjacobson@inda.org](mailto:mjacobsen@inda.org).

If you do not wish to continue receiving this email newsletter, please respond to mayers@inda.org and you will be immediately removed from the list.