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VISION News Consumer Products e-Report

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Welcome to Volume 3, No. 12 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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BREAKING NEWS: FINALISTS NAMED FOR 2005 VISIONARY AWARD

Vision e-News subscribers are the first to hear it: The six finalists for the prestigious 2005 Visionary Award have been announced and it turns out that two European and four U.S. makers of consumer products – including giants Kimberly-Clark and Gillette – will compete for the award at the Vision 2005 Consumer Products Conference, January 16-19, 2005, in New Orleans, LA.

The Visionary Award is presented annually by INDA to recognize recently introduced consumer products that utilize nonwoven fabric technology. Now in its fourth year, the Vision Conference annually attracts more than 500 participants for three days of presentations, networking and the Visionary Awards.

"These six finalists were selected from more than 20 Visionary Award nominations we received from around the world as we searched for unique consumer products that incorporate nonwoven fabrics in their manufacturing process," says INDA President Rory Holmes. "The Visionary Award recognizes and honors those companies with the 'vision' to use new technology in engineered fabrics to develop new concepts in consumer products."

The finalists for the 2005 INDA Visionary Award are:

1. Resolution Print Media, BBA Fiberweb (U.S.). Resolution has a tactile, non-glare surface that is easy to print. With a stable structure that reduces fraying, its applications include photographic prints; consumer packaging; banners, trade show graphics, backdrops and signs; and tags and labels.
2. Oral-B Brush-Ups, Gillette (U.S.). Introduced in June 2004, Oral-B Brush-Ups are a new way to keep breath fresh and a smile bright while on-the-go. The disposable, textured dental wipes provide discreet "brush-ups" anywhere, offering a way to clean teeth and freshen a mouth with a burst of mint flavor.
3. Huggies Disposable Wash Cloths, Kimberly-Clark (U.S.). Introduced this year, the Disposable Washcloths feature Lavender and Chamomile baby wash in the cloth. The thick cloth has a gentle texture for softness on an infant's skin.
4. Automotive Oil Filter, Mann + Hummel (Germany). Introduced in September 2003 this new product is described as "the world's first fully synthetic oil filter element for automotive applications." The filter material utilizes a polyester fleece, which is up to 15 times more resistant to aging than cellulose. The two-layered filter medium consists of a support and drainage layer as well as an active filter layer.
5. Soft-Fit Training Pants, Tyco Healthcare Retail Group (U.S.). This new Private Label Training Pant is a nonwoven disposable product that utilizes Tyco's pulpless Soft-Fit core, made using Tyco's Dry Formed Composite (DFC) technology. It was launched in both Medium and Large sizes of White Cloud Soft-Fit Training Pants at Wal-Mart this fall.
6. Love 'N Sanitary Napkin/Panty Liner, WIP srl (Italy). Introduced in 2004, the natural sanitary napkin and pantyliner utilizes a mix of eco-friendly PLA fiber from Far Eastern

Textile, Lysac natural superabsorbent (Lysorb) and Mater-Bi biodegradable film from Novamont. Packaging also incorporates the Mater-Bi biodegradable film.

Each of the finalists will make a presentation at the Vision 2005 Consumer Products Conference and then attendees at the conference will vote on the recipient of the 2005 Visionary Award. The recipient will be announced during a ceremony on January 19, the final day of the Vision 2005 Conference.

Previous recipients of the Visionary Award were the Swiffer cleaning system from Procter & Gamble (2002); the Civilian Quick Escape Mask, FMJ ChemBio (2003); and the Scrub 'N Toss from Church & Dwight at the 2004 Vision Conference.

For more information on the 2005 Visionary Award, contact project coordinator Michael Jacobsen, 201-612-6601; mjacobsen@inda.org .

The Vision 2005 Consumer Products Conference brochure has recently been published and can be accessed at www.inda.org .

INDUSTRY NEWS

RADICI TO BUY FOURTH SPUNBOND LINE FOR EUROPE HYGIENE BUSINESS

(From *Nonwovens Markets*) Tessiture Pietro Radici, the nonwovens division of Italy's Radici Group, plans to start up by the end of next year a fourth spunbonding line to produce hygiene fabric. The company hasn't purchased a line yet, but it will likely buy an STP Impianti machine with an SS or SSS beam configuration and an annual rated capacity of 8,000 tons to 9,000 tons, said Luca Girelli, Tessiture's spunbonded fabric sales manager.

Tessiture is leaning toward an Impianti line because its operation is more flexible and the line less costly than other spunbonding lines. Tessiture's three other spunbonding lines were also made by Impianti, Girelli said. The new line will likely be installed at Tessiture's Gandino, Italy facility, Girelli said.

Tessiture is currently producing hygiene fabric on its newest Impianti line, a two-year-old, 10,000-ton machine. The line produces mostly 14 gsm material for the Italian market. The other two lines produce industrial fabric.

HEINZ BUNDLING WIPES WITH CEREAL

On The Go Healthcare, a manufacturer, marketer and distributor of baby and portable healthcare products, has begun bundling its Heinz Baby Basics Sticky Fingers Hand and Face Wipes (10 pack) for distribution with Heinz Baby Cereal brand value packs in Canada.

Stuart Turk, CEO of On The Go Healthcare, commented about the bundle program: "We're really thrilled about this shared marketing agenda, as it opens yet another excellent window of exposure for us. Product placement is a principal concern to management and we'll continue to aggressively pursue such appointments with retailers across the country."

Turk continued, "Our new line of wipes, disposable with a fruity fragrance, alcohol free and hypoallergenic, and containing no latex or allergens, is simply an exceptional product for such a market. We fully expect that interest will grow as we introduce the line to both new and our existing retailers and that it, among other products yet to join our distribution roster, will reinforce our leadership status in the industry."

NATIONAL NONWOVENS MAKES WRIGHT MOVE

National Nonwovens has appointed Lori Wright product manager for its Medical and Wipes Division, specializing in high-performance engineered nonwovens. Wright has more than 20 years of textile experience and her primary responsibility is to expand National Nonwovens presence in the medical and wipe industries with an approach to tailoring products to customers' applications.

TUFKO ADDS PRINTING MANAGER, STARTS UP VIPER LINE

Tufco Technologies has hired Ken Kline to lead the company's flexographic printing department. Kline brings more than 30 years of experience in wide and narrow web processes as well as extensive knowledge in prepress operations. He is trained as a Six Sigma yellow belt and will complement Tufco's newest quality initiative, the implementation of Six Sigma.

Also recently announced by Tufco was the startup of a new equipment line for production of disposable wet and dry wipes. The production line was designed and built by S & S Specialty Systems, Iron River, WI. "It provides Tufco with a major boost in capacity for wet and dry wipes contracted by major consumer products companies marketing household, cleaning, institutional and personal care products," according to Michele Corrigan, VP-sales and marketing for Contract Manufacturing. "This new equipment offers the flexibility to run both wet and dry wipe products with fast, efficient changeovers."

BBA EXPANDS WITH TENOTEX BUY

BBA Fiberweb has purchased Italian roll goods producer Tenotex in a deal valued at E62 million. Included in the acquisition are two plants in Italy and one in Spain that produce a variety of nonwoven types, including spunlaced materials, which mainly target the hygiene and disposable wipes markets. The purchase follows BBA's acquisition of Italian spunlace producer Technofibra earlier this year.

Following the acquisition, Tenotex's founder Giovanni Moscheni will retire, while general manager Aldo Ghira will remain to run the business. Marketing and sales director Mauro Moscheni will assume a position within BBA. Tenotex's 2003 sales were reported at E80 million, most of which were within Europe.

REIFENHAUSER MAKING MOVE IN CHINA

(From an Asia Intelligence Wire news report) Reifenhauer opened a production facility in Suzhou, China near Shanghai in July, and made four sales at the Chinaplas trade fair within days.

Reifenhauer began research one year ago to create equipment specifically for the China market. "We did a market survey and talked to big customers and then designed a special blown film line," managing director Ulrich Reifenhauer said. "We wanted to create what the Chinese market really needs."

With the new Shanghai operation, Reifenhauer hopes to gain a competitive edge in the China market. "We want to bring German technology to China, build it in China and have the advantage of Chinese productivity and cost structure," Reifenhauer said. "That means we'll have competitive pricing in this competitive market, with German hi-tech standards."

LIMPPANO EYES BRAZILIAN WET WIPES MARKET

Eyeing the potential of the Brazilian cleaning wet wipe market, Limppano has invested \$2 million in the construction of a production plant, as well as in the launching of Furatto Panos Umidecidos cleaning wet wipes. Operating over the past four months, those facilities produce 1,000 boxes with 15 units each, to achieve 10,000 boxes in the first year of operations.

Based in Pavuna (Rio de Janeiro), the plant is next to the other unit of Limppano that makes cloths, sponges and other home cleaning products.

NEWSPAPER LOOKS AT VISIONARY WINNER SCRUB 'N TOSS

(Excerpted from (NJ) *Star-Ledger*, Sept. 25) The meeting was the sort middle-level managers dread. Dion Ross, brand manager for Brillo, Church & Dwight's venerable steel-wool pads, stood at a podium in front of Robert Davies, chief executive, and dozens of senior executives.

Just two months earlier, Ross had gotten a new assignment at the Princeton-based consumer products company famous for Arm & Hammer Baking Soda. After years of promoting cat litter, he was named brand manager for the company's household cleaners, including Brillo. And sales and market share were falling. Ross could talk all he wanted about the dramatic change in the way Americans cook and clean. But at Church & Dwight, like most companies, it is all about the numbers.

Do something, Davies told him.

During the next nine months, Ross and a team of about a dozen co-workers developed a "new and improved" Brillo pad called Scrub 'n' Toss. The company still sells Brillo pads, but the team worked to add a more compelling product to Church & Dwight's offerings in that category.

Since peaking 15 years ago at about \$65 million, sales of Brillo pads and its chief competitor, S.O.S. from Clorox, had been declining by more than 5 percent each year. Brillo, the brand that started it all, had dropped to No. 2. Even the S.O.S. box, with its contemporary styling and bright yellow box, looked better.

"Consumers told us we looked very outdated, old-fashioned," Ross said. The mission seemed simple: Create a disposable Scotch-Brite. The pad had to work on everything from a cheap bowl to a charcoal grill to your grandmother's fine china. It had to be nimble enough to get into tiny crevices. And it had to be cheap enough so consumers could throw them away without thinking twice. By December, they had come up with a prototype.

Instead of steel wool, the pad would be made of high-tech, polyester fibers. It would have a rough side and a soft side. It would be just a centimeter thick, so you could clean inside things such as a narrow champagne flute.

It would come in a colorful plastic box with a lid that could be used to store them while they dry off. In the end, a package of 10 pads would cost \$2.49, so consumers would get more than three for the price of one Scotch-Brite.

The job of manufacturing the pads would be split between two companies: Precision Custom Coatings in Totowa would produce 350-yard rolls of the material, standing five feet tall, blue on one side, white on the other. These would be slit into wedges 9 3/4 inches tall and then trucked to a second plant, Pacon Manufacturing in South Plainfield, where the rolls would be cut into small pieces about 5 inches square, folded in half and packaged.

All of the steel wool is manufactured in London, Ohio.

Even with a viable product, their work wasn't done. Ross had to make sure stores would sell Scrub 'n' Toss – not a slam dunk considering the thousands of products competing for shelf space each year. Ross believed he had one especially convincing argument: Because the pads are disposable, it would mean consumers would return more often, and buy other items.

A crucial test for any marketer is whether it can sign up Wal-Mart, the world's biggest retailer. For Ross, it would come down to a meeting at Wal-Mart's headquarters in Bentonville, Ark. He arrived, Powerpoint presentation in hand, with two colleagues in June 2002.

They left samples with a stone- faced Wal-Mart executive and waited. A couple of weeks later, they got the word: Wal-Mart would carry it in their roughly 3000 U.S. stores. Two other mass merchandisers, Target and Kmart, would follow, as would 25 of the largest national grocery chains and all but one of the five biggest pharmacies.

It was a performance that would help Scrub 'n' Toss win the 2004 Visionary Award from INDA, the Association of the Nonwoven Fabrics Industry. Ross even got his picture in the company's annual report.

[PATENT REVIEW](#)

[TAMPON IN PARTICULAR FOR FEMININE HYGIENE](#)

Pub. Number EP 1458320

Appl. Data EP 02795242 2002 12 19

Applicant Johnson & Johnson GmbH

Inventor: Kramer, Robert

Abstract: The invention relates to a tampon, in particular for feminine hygiene, with an introduction end, with a recovery end, from which a withdrawal string extends, with a first region which extends from the introduction end in the direction of the recovery end and comprises a first material, and with a second region which is located near the recovery end of the tampon and comprises a second material, the first material having a higher absorbency and a higher hydrophilicity than the second material, and, essentially perpendicularly to the longitudinal axis of the tampon, at least over part of the extend of said tampon along its longitudinal axis, the

diameter of the second region being at least as large as the mean diameter of the first region, and, during the absorption of fluid, the second region expanding at least essentially perpendicularly to the longitudinal axis of the tampon.

Nonwoven composite with high pre-and post-wetting permeability

Patent Number: 6797360

Issue Date: 2004 09 28

Assignee: Kimberly-Clark

Inventor: Varona, Eugenio Go

Abstract There is provided a new nonwoven material for personal care products made of fibers, binder in an amount between 1 and 6 weight percent and superabsorbent in an amount between 1 and 80 weight percent, where the superabsorbent is contained in micro-pockets in the nonwoven. These micro-pockets may be made by creping a nonwoven fabric, orienting fibers in the Z-direction, and by passing a relatively lofty nonwoven fabric between unheated thermal pattern bond and anvil rolls. These materials exhibit good permeability to liquid in the pre- and post-wetted conditions, thus avoiding gel blocking and other negative effects of superabsorbent swelling within a fabric. Such a fibrous material is useful in personal care products, like diapers, training pants, incontinence garments and feminine hygiene products.

DISPOSABLE FEMININE HYGIENE PRODUCTS

Pub. Number WO 2004073758

Appl. Data IL 04000128 2004 02 10

Applicant: Cupron Corp.

Inventor: Gabbay, Jeffrey

Abstract The invention provides a disposable feminine hygiene paper-based product selected from the group consisting of sanitary napkins, sanitary pads, panty shields and tampons for combating yeast infections, said feminine hygiene paper product comprising a plurality of fibers coated with an antifungal Cu ++ cationic, water-insoluble form of copper.

That's ALL FOR THIS MONTH

The next issue of the Vision Consumer Products e-Report from INDA will be sent November 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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