



May 1, 2007

VISION News Consumer Products e-Report

Published by INDA, Association of the Nonwoven Fabrics Industry and organizer of the annual Vision Consumer Products Conference

Welcome to Volume 6, No. 2 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.

In This Issue:

INDA NEWS

**IDEA07 DRAWS STRONG GLOBAL
ATTENDANCE
KIMBERLY-CLARK WINS SHORT-
LIFE ACHIEVEMENT AWARD
HAGEN JOINS PGI AS CEO
IBIS SCORES ZERO
KANSAN TALKS TURKEY
FAMECCANICA UNVEILS LASER
CUTTING
TICONA HAS THE RITE STUFF**

**FITESA BUYS REICOFIL LINE
BIAX-FIBERFILM ON AUTO-PILOT
SIZE MATTERS FOR NEUMAG
STAYING DRY AT LIBELTEX
KOLON SAP KEEPS EXPANDING
PGI UNVEILS SPINLACE
JACOB HOLM AND NORAFIN
TOGETHER
TREDEGAR COMES OUT ON TOP**



IDEA07 DRAWS STRONG GLOBAL ATTENDANCE

IDEA07, held April 24-26 in Miami Beach, Fla., was one of the largest and most well-attended nonwovens industry trade shows.

IDEA07 was certainly the most international IDEA show in history. A total of 44% of the almost 400 exhibitors were from outside the United States. In addition, early registration numbers indicate that almost half of attendees are from overseas, giving IDEA07 a definite international flavor.

Of the almost 400 companies on the show floor, 121 were first-time exhibitors.

This issue of the Vision e-News takes a look at some of the disposables and related news and products from the three-day show.

KIMBERLY-CLARK WINS SHORT-LIFE ACHIEVEMENT AWARD

The prestigious IDEA07 Achievement Awards, which recognize the best new nonwoven and engineered fabric products introduced in the past three years, were presented in six categories during a special ceremony on the opening day of IDEA07.

DuPont was the big winner of the Achievement Awards, being recognized in two categories, while other winners included Kimberly-Clark, Filtration Group, Dienes and Teknoweb. The Achievement Awards are sponsored by INDA, Association of the Nonwovens Fabrics Industry, and *Nonwovens Industry* magazine.

In addition to the company and product awards, Lee Sullivan, a 30-year veteran of the nonwovens industry with Kendall/Freudenberg and former chairman of INDA, and long-time industry educator Dr. Edward Vaughn, professor emeritus at Clemson University, were presented with the coveted IDEA Lifetime Achievement Award.

The IDEA07 Achievement Awards are presented at each IDEA to recognize the best products introduced since the previous IDEA.

This year's recipients:

- ✓ **Short-Life End Product: Huggies Pull-ups with Cool Alert, Kimberly-Clark.** Other finalists: Swiffer Deep Ridges, Procter & Gamble; Love'N Sanitary Napkin/Panty Liner, Baby/Feminine Care Wipes, WIP srl
- ✓ **Long-Life End Product: GeoPleat Air Filter, Filtration Group.** Other finalists: HEPA Membrane Filters made with DuPont Teflon, APC Filtration; Eco-Logix Carpet Cushioning System, Shaw Innovation Flooring Systems.

- ✓ **Roll Goods: Hybrid Membrane Technology, DuPont.** Other finalists: SpectraMax, CEREX Advanced Fabrics; Coated glass fiber-based nonwoven, Owens Corning
- ✓ **Raw Materials: Sorona Polymer, DuPont.** Other finalists: Dur-O-Set Elite Ultra binder technology, Celanese Corp.; Fortrel Wellcare ADM, Wellman
- ✓ **Machinery/Equipment: Quik-Set Automatic Positioning Systems, Dienes.** Other finalists: Twin Crown Needle, Foster Needle; Cheetah Folders, S&S Specialty Systems Inc.
- ✓ **Entrepreneur: Teknoweb Srl**

For more on IDEA07: www.inda.org

HAGEN JOINS PGI AS CEO

IDEA07 served as sort of a coming-out party for new Polymer Group, Inc. (PGI) CEO Veronica “Ronee” Hagen, whose position with the company takes effect that week. Hagen brings more than 25 years of extensive operations and global industrial market experience with large, international public companies to PGI.

Since 2004, Hagen has held the position of president and CEO of Sappi Fine Paper North America, a \$1.4 billion division of the South African-based Sappi Limited.

“I am pleased to be joining a company with as much potential for growth as PGI,” says Hagen. “PGI has established itself as an industry leader and I look forward to leading the company in its pursuit of higher levels of growth and profitability. I believe a critical component of the company’s success will be its continued commitment to its customers and innovation.”

Hagen holds a Bachelor of Science in International Relations from the University of Southern California and has participated in an Executive Education program in Finance from the Wharton School, University of Pennsylvania and an Executive Leadership program at Harvard University. She is relocating from Boston to the Charlotte, NC area, the site of PGI’s global headquarters.

IBIS SCORES ZERO

Ibis International highlighted its Zero Waste System for reclaiming fiber, pure superabsorbent polymer and clean plastic/nonwovens for densifying and pelletizing. The engineered combination of centrifugal force and air classification allows this system to take reject soft disposable products such as baby diapers and sanitary napkins.

KANSAN TALKS TURKEY

Turkish machinery supplier Kansan shipped its Cross Fold Converting Machine from Kansan, Izmir, Turkey. The machine is designed to be “time intense, easily accessible, and easy to change.” The bottom line on this apparatus is that it maximizes up time while it produces a high-quality, high-volume product with minimal downtime. The price tag is 175,000-230,000 Euros, depending on specifications. There’s a three-month lead time.

FAMECCANICA UNVEILS LASER CUTTING

Fameccanica’s patent pending laser cutting technology was being introduced at IDEA07 as a ready-to-go solution for cutting and shaping disposable hygienic products. The system provides high flexibility during operation, lower overall costs, easier management of size changes and elimination of cutting unit-ops and spare parts handling.

TICONA HAS THE RITE STUFF

Riteflex thermoplastic polyester elastomer from Ticona Engineering Polymers provides advantages when used in multifilaments along with polyethylene terephthalate. The company focused on the multifilament, which can be made in deniers of 150 to 1000 and can be dyed, withstands laundering and drying heat, and offers resistance to bleach for fabrics use in apparel, upholstery and decorative products.

FITESA BUYS REICOFIL LINE

The Brazilian nonwovens producer recently acquired a second Reicofil 4 line, which it expects to be on-stream in Spring 2008. With a capacity of 15,000 metric tons of spunmelt nonwovens a year, the multi-beam 4.2 meter wide line will help Fitesa focus on its core disposables hygiene, durable goods and medical products segments.

BIAX-FIBERFILM ON AUTO-PILOT

Biax-Fiberfilm was running a 15.5-inch compact meltblown pilot line throughout IDEA07 that employs its patented technology. Biax is producing fibers from several different polymer chemistries ideally suited for the barrier, filtration, and sorbent industries. The line is being fed with a 2-inch 30-1 extruder. IDEA07 also marked the debut of its ultra-strength meltblown. This one-layer meltblown bag does what it takes a conventional SMS product to achieve. Properties such as tensile strength, hydro-head, and filtration efficiencies are equivalent to that of SMS products.

SIZE MATTERS FOR NEUMAG

An enlarged spunbond production width of up to seven meters for highly efficient production of polypropylene hygiene nonwovens was highlighted by Neumag. Neumag was also exhibiting its nonwoven technology portfolio, which includes Neumag spunbond technology, J&M meltblown technology (formerly Nordson Fiber Systems),

M&J airlaid technology, FOR carding technology, Fehrer needlepunching and aerodynamic carding technology, Autefa crosslapping technology and Kortec festooning technology.

Besides the traditional machine supply of these brands, Neumag offers turnkey lines for airlaid, spunbond and carding as well as customized solutions consisting of different production processes (cross technologies).

STAYING DRY AT LIBELTEX

At Libeltex the company was focusing on its Dry Web range of high loft nonwovens used in the absorbent hygiene market. The acquisition layers of Dry Web boost the liquid uptake time and allow better spreading of the fluid over the area of the core. This results in a lower rewet and higher surface dryness. Another product on display was its Soft Coverstock – two in one – range, monolayer structures created to function as a soft coverstock in femcare applications. Dual layer structures give the material the function of a topsheet with that of an acquisition layer.

KOLON SAP KEEPS EXPANDING

Kolon Chemical introduced absorption/retention capacity and AUL improved SAP, which is designed specifically for great performance in high-density cores, and in the near future it is going to introduce odor control SAP with state-of-the-art odor control performance. The production capacity of Kolon's SAP is currently being increased by completing its new facility in Kimcheon, Korea.

PGI UNVEILS SPINLACE

Polymer Group, Inc. debuted its new family of Spinlace fabrics at IDEA07. Initially targeting the consumer and industrial wipes markets, the materials are not yet available, but will be available sometime later in 2007. By combining several technologies and processes, including the company's proprietary Apex process, PGI has developed a new type of nonwoven material that is stronger, more absorbent and can incorporate three-dimensional images at lower weights and with a better value proposition than traditional manufacturing methods. PGI is investing in new capabilities combined with initiatives to convert existing equipment at its Benson, NC plant to manufacture the high-quality Spinlace materials. PGI is also upgrading its pilot line for wipes to further enhance its research and development efforts in this area to better serve customers.

JACOB HOLM AND NORAFIN TOGETHER

Two companies – Jacob Holm Industries and Norafin – were together to discuss their latest technology, solutions and products. Norafin featured spunlaced, needlepunched and composite product innovations, including a range of technical spunlace materials targeted at HVAC end-uses. Jacob Holm Industries combines cost-effectiveness with quality performance in the hygiene and homecare markets. Fabric features such as

enhanced homogeneity and embossing clarity, along with the company's ability to use cotton and other renewable-resource raw materials, is on display.

TREDEGAR COMES OUT ON TOP

A global topsheet provider, Tredegar Film Products had several new designs for its full range of topsheets on display. Among them was ComfortQuilt, a 3-D, apertured nonwoven topsheet. This technology offers a cottony soft feel with faster strikethrough and reduced rewet. It is now available as a zoned perforated topsheet and can be used on baby diapers, femcare and AI products. The zoned material can help to avoid SAP leakage near the leg cuff area of a baby diaper. Also new was ComfortAire, a high loft and flexible nonwoven laminate that combines the softness of a nonwoven with the fluid performance of a film, allowing consumers to enjoy protection with comfort. ComfortAire is now available in a new design.



That's all for this month. 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 info@inda.org and you will be removed from the list.