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VISION News Consumer Products e-Report

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Welcome to Volume 4, No. 4 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.

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2006 VISIONARY AWARD NOMINATIONS BEING ACCEPTED

Nominations began being accepted June 1 for the 2006 Visionary Award, which in its five years of existence has become the most prestigious award in the nonwoven and consumer products industries. The award, presented by INDA, annually recognizes consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing process.

The 2006 Visionary Award will be presented at the Vision 2006 Consumer Products Conference, scheduled for January 15-18, 2006, at the Sheraton New Orleans in New Orleans, La. See item below for more on the Conference.

The Visionary Award is a great chance for smaller companies -- whether suppliers or end products converters -- to compete with their larger counterparts for recognition. The Award has a history of recognizing and honoring smaller companies, especially two years ago when a relatively unknown FMC Chem-Bio beat out giants such as Procter & Gamble and Kimberly-Clark for the 2003 Visionary Award.

INDA will be accepting nominations for the 2006 Visionary Award until September 1. The nominees will then be reviewed by an INDA selection committee and five finalists will be selected to make presentations at the Vision 2006 Consumer Products Conference. Conference attendees will then vote on the recipient of the award.

Last January at the Vision 2005 Conference in New Orleans, BBA Fiberweb was presented with the Visionary Award for its Resolution Print Media product. The BBA product was selected by Vision attendees over five other finalists from such well-known consumer products companies as Gillette, Tyco Healthcare and Kimberly-Clark.

Other previous winners include Brillo Scrub 'n' Toss (2004), FMJ ChemBio for its Civilian Quick Escape Mask (2003) and Procter & Gamble's Swiffer cleaning system in 2002.

The criteria for the 2006 Visionary Award are simple:

1. The finished consumer end product must contain a nonwoven fabric or utilize a nonwoven technology during its manufacturing process.
2. The consumer product has to have been introduced to the trade or to consumers in 2004-05.
3. The product can not have been selected as a finalist in any previous Visionary Award competition.

Products will be judged on their novel use of nonwovens technology, as well as on their consumer and trade acceptance. Eligible consumer product categories include disposable diapers, feminine hygiene product, adult incontinence products, household wipes and home filters, among others.

Companies can nominate their own products. While any number of products can be nominated, only one product per company will be selected as a finalist.

To nominate a product, email an explanation of the product to Michael Jacobsen, Visionary Awards coordinator, at mjacobsen@inda.org or call 201-612-6601 with any questions.

VISION 2006 SET FOR NEW ORLEANS NEXT JANUARY

As the Vision Conference Committee meets to develop the world-class program, INDA has announced that the Vision 2006 Consumer Products Conference is already set for January 15-18, 2006, again at the Sheraton New Orleans in New Orleans, La. For more information: www.inda.org

INDUSTRY NEWS

K-C GIVES DEPEND MAJOR PACKAGING MAKEOVER

Kimberly-Clark Corporation is revamping the packaging of its Depend brand absorbent products. The new packaging will make it easy for users and caregivers to quickly find the right product solutions to help manage incontinence and will appeal to aging baby boomers who need help dealing with this condition. A major integrated advertising and promotional campaign began last month to alert consumers to the new package designs, which will begin appearing on retail shelves in May.

The new packaging graphics were driven by insights from Kimberly-Clark's consumers. Research found users and caregivers are often embarrassed by the process of shopping for adult incontinence products, and can be confused by the different options available on store shelves. As a result, these consumers often end up buying the wrong product, which adds to the physical and emotional burden of dealing with incontinence.

"Kimberly-Clark studies estimate that 15 to 19 million adults in the U.S. are affected by some form of incontinence, and with the aging of the baby boom generation, that number is expected to grow," said Tim Lehman, President, Kimberly-Clark Adult and Feminine Care Sector. "Finding the right product solution can add greatly to the quality of their lives, and we don't want a lack of information - or feelings of embarrassment - to become obstacles in meeting consumer's needs."

"The new Depend brand graphics reflect the feedback we've received from users and caregivers. By making the packaging more discreet, informative and appealing, it allows consumers to quickly find the right products for their needs and get in and out of the aisle quickly," said Lehman. "Moreover, we've made the packaging more modern to appeal to baby boomers who don't want to let incontinence get in the way of living a full and active life."

The redesigned Depend brand packaging features:

- ☑ An updated green background color, which is fresh, modern and inviting -- and stands out at the retail shelf;
- ☑ Simplified package graphics, with simple descriptive statements that make it easy for users and caregivers to select the right product the first time;
- ☑ Lifestyle images of baby boomers engaged in active pursuits, reinforcing the positioning of Depend as a brand that helps people fully participate in life;
- ☑ An information band added to the front of the package, which concentrates key decision-making information such as absorbency, size, product appearance and package count in one place;
- ☑ An easy-to-read product selection guide added to the back panel to further help consumers find the right product for their needs.

In addition, two products have been renamed to more clearly describe their benefits. Depend brand Undergarments have been renamed Depend Belted Shields, and Depend brand Refastenable Underwear have been renamed Depend Adjustable Underwear.

Kimberly-Clark is earmarking a significant portion of its Depend brand advertising and promotion budget for 2005 against a 360-degree marketing campaign to educate consumers about the packaging changes and product benefits.

In addition, the Depend brand has redesigned its "Caring Connections" and "Depend Connections" consumer education websites to make it easy for caregivers and users to find online information and support in caring for those with incontinence. The websites feature articles, expert answers and a supportive community of caregivers and users. The updated websites can be found at <http://caregiver.depend.com/> and <http://incontinence.depend.com/> respectively.

NEW MEDICAL AND HYGIENE TEXTILES REPORT PUBLISHED

Research and Markets Ltd., the U.K.-based research firm, has published a Medical and Hygiene Textiles Report that provides insights into corporate strategies employed by major medical and hygiene textile companies in dealing with competitive threats and seeking new opportunities in changing markets. It describes the directions these companies are taking with regard to new product development, discusses technological and regional trends, and forecasts global business opportunities.

Containing the latest financial, commercial, product and marketing information, this new report describes more than 40 case studies from companies operating in the medical textile and disposable hygiene product sectors. This report presents the changing approaches and initiatives of these major global players as they seek opportunities for growth in this expanding market.

For a complete index of this report:

<http://www.researchandmarkets.com/reports/c17385>

For more information: orders@researchandmarkets.com

BRITISH REPORT SAYS DISPOSABLES COMPARE TO REUSABLES IN GREEN IMPACT

(From *Associated Press*) Parents who feel guilty about using disposable diapers instead of the washable cloth variety need fret no more — a report published recently shows they both have a similar effect on the environment. The amount of electricity used in washing reusable diapers means their overall environmental impact is similar to that of the disposable variety, said the report published by Britain's Environment Agency.

Green campaigners, however, said the study relied on flawed data, saying that washing diapers at lower temperatures in energy efficient machines would reduce the global warming impact described in the study by about 20 percent.

"It's clear that cloth (diapers) won't cause any more impact on global warming than disposables and won't be causing any waste going to landfill," said Liz Sutton, a spokeswoman for the Women's Environmental Network, which promotes the use of cloth diapers.

Makers of disposable diapers, meanwhile, welcomed the Environment Agency's findings. "Parents can be thrilled by the news and no longer feel guilty about choosing disposables," said Tracy Stewart, director general of the Absorbent Hygiene Products Manufacturers' Association. She added that 80 percent of a used disposable diaper is biodegradable.

The Environment Agency said the study looked at the behavior of some 2000 parents during 2002-03. The survey assessed nine types of environmental impact from diapers, including global warming, resource depletion, and water and land pollution. It gave the different diaper systems a score for their impact burden in each category, and compared the scores. It found that although the types of environmental impact were different for each system, overall neither was environmentally preferable.

CONCERT APPOINTS MOLLUSO PRESIDENT & CEO

Concert Industries has named Tony Molluso as president & CEO. Molluso joins Concert from Vicwest Corporation, where, as president & CEO he recently completed a highly successful turnaround mandate.

Molluso will be working with Concert's senior executive team, which includes Rolf Hovelmann, managing director, Concert Europe GmbH, and Don Habbick, VP-finance and CFO. Hovelmann has overall responsibility for Concert's European

business group. Habbick, a Chartered Accountant, based in Gatineau Quebec, has provided financial leadership to the organization since joining the Concert in 2000.

TAYLOR NAMED PRESIDENT OF TREDEGAR'S FILM PRODUCTS SUBSIDIARY

Tredegar Corporation has named Nancy Taylor president of its film products subsidiary. Taylor, who will continue as senior vice president of Tredegar, will replace Thomas Cochran, who is leaving the company to pursue other opportunities.

Taylor joined Tredegar in 1991 as assistant general counsel and was named corporate counsel and secretary in 1994. In 1997, she was named general counsel and elected vice president in 1998. She was named vice president, administration and corporate development in 2001. In early 2003, Taylor became managing director, Europe, for Tredegar Film Products, where she was responsible for all film operations in Europe. Taylor returned to Richmond at the end of 2004 after being named senior vice president for strategy and special projects.

SHANGHAI DISTRIBUTION AGREEMENT SIGNED FOR FEMININE HYGIENE PRODUCTS

AXM Pharma has signed a 2005 Distribution Agreement for \$604,595 with Shanghai Zhenshan for the company's line of Whisper feminine hygiene products for distribution in Shanghai. The Whisper line includes Elegance Therapeutic Feminine Hygiene Wash, a feminine hygiene wash formulated with eight herbal extracts and is pH balanced. The product is positioned as a therapeutic wash to relieve vaginal itch and vaginitis and to soothe any vaginal irritation that may be present.

The Elegance Therapeutic Feminine Hygiene Wash target channel is pharmacies and supermarkets, whose growth is driven in part by the government's changes in healthcare financing, causing the consumer to purchase healthcare products in retail pharmacies; ending the practice of the government subsidized dispensing of healthcare products in hospital outpatient wards.

PROD'HYGIA FOUNDER LAUNCHES NETKO, BRUTIN RETURNS

(From: *Nonwovens Markets* newsletter) After 30 years in the French diaper business and a forced three-year hiatus, Jean-Marc Brutin wants back in the game. The former owner of Prod'Hygia purchased his former Petit Foret factory and plans to begin private label baby diaper production this summer on a single line. He calls the new company Netko Hygienic Products.

"It is a pleasure for me to start again," Brutin said. But he acknowledged that "I am a little bit crazy, too" to re-enter the hotly competitive market. Brutin, 55, is the majority shareholder behind Netko. He expects to win a place for his new venture by making healthy margins on premium products and introducing a new product feature every six months. His customers will be stores in France and the nearby Benelux countries.

Next summer, he intends to launch a light incontinence line. After that, he projects adding one manufacturing line a year for the following three or four years. So far,

Brutin has spent Euro 3 million on the new CPID diaper line, which can produce 200 million pieces a year when run five days a week, and Euro 2 million for the building.

Brutin has moved back into the same building, and the same business, that he sold to Ontex International NV in 2001. At the time, Prod'Hygia included three factories that employed 150 workers making 1.2 billion diapers a year. Ontex also purchased another company founded by Brutin, hygiene products machinery maker Technipro S.A.

Under the terms of the sales, Brutin could not compete with Ontex for three years. With that period over, Brutin is back in the industry that he joined in 1972. He built Prod'Hygia over 15 years. Prior to that he spent 13 years at French hygiene machine manufacturer Celatose S.A. Some employees of the former Technipro started CPID.

PATENT REVIEW

High capacity absorbent structure and method for producing same

U.S. Pub. Number: US6888044

Applicant: Kimberly-Clark Worldwide, Inc.

Inventors: Fell, David A.; Bosselaar, Cornelius

Abstract: An absorbent core for use in an absorbent article such as a diaper, training pant, feminine hygiene product, or an incontinence product includes a stabilized first absorbent layer and a second absorbent layer that contains a superabsorbent and absorbent fibers treated with a non-fugitive densification agent.

Close fitting leakage resistant feminine hygiene pad

U.S. Patent Pub. Number: US6887224

Inventor: Rubio, Ilse

Abstract: A feminine hygiene pad has a wider absorbent forward pad portion and a relatively narrow rear portion.

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)

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