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**June 1, 2006**

**VISION News Consumer Products e-Report**

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

**Welcome to Volume 5, No. 3 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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### **Nominations Open Today For 2007 Visionary Award**

Nonwovens and consumer products companies from around the world will once again be competing for the industry's most prestigious recognition as the nomination process for the 2007 Visionary Award opens today, June 1.

INDA, which sponsors the annual award, will be accepting nominations through September 1. Now in its sixth year, the award recognizes consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing process.

The 2007 Visionary Award will be presented at the VISION 2007 Consumer Products Conference, scheduled for January 21-24, 2007 in Denver, Colo.

The process and criteria for the 2007 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 2005-06.
3. The product cannot have been selected as a finalist in any previous Visionary Award competition.
4. 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.

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

The nominees will then be reviewed by an INDA selection committee and five finalists will be selected to make presentations at the VISION 2007 Consumer Products Conference. Conference attendees will then vote on the recipient of the award and the recipient is announced on the final day of the Conference.

Last January at the VISION 2006 Conference in Denver, the Disaster Relief Blanket from Chicopee was named the recipient of the 2006 Visionary Award. VISION 2006 attendees chose the Disaster Relief Blanket over four other finalists – the Mr. Clean Magic Reach from Procter & Gamble; Johnson & Johnson's Stayfree Advanced Protection; the Disposable Mitt With Body Wash from Kimberly-Clark; and Cotton Enhanced Baby Wipes from PGI Nonwovens.

Other previous winners include BBA Fiberweb Resolution Print Media (2005). Brillo Scrub 'n' Toss (2004), FMJ ChemBio for its Civilian Quick Escape Mask (2003) and Procter & Gamble's Swiffer cleaning system (2002).

To nominate a product, email an explanation of the product to Michael Jacobsen, Visionary Awards coordinator, at [mjacobson@inda.org](mailto:mjacobsen@inda.org). Samples of the product

should also be sent to Michael Jacobsen, INDA, 22 Paterson Avenue, Midland Park, NJ 07432 USA.

Call 201-612-6601 with any questions. For more information on the VISION 2007 Consumer Products Conference, log on to [www.inda.org](http://www.inda.org).

### **INTC 2006 Conference to Focus on Emerging Technology**

All aspects of the nonwovens and engineered fabrics manufacturing processes, including many that directly relate to the development and construction of consumer products, will be the focus of the 2006 International Nonwovens Technical Conference (INTC), September 25-28, 2006 in Houston, Tex.

Co-sponsored by INDA and TAPPI, INTC 2006 will attract more than 400 industry professionals from around the world together for four days of technical sessions, committee meetings, awards and networking.

Conference sessions will include Apparel, Binders and Additives, Building and Industrial Mats, Filtration, Flammability, Hand and Appearances, Hydroentangling, Insulation, Nanofibers, Polymers and Fibers, Process Technologies, Protective Materials, Spunmelt Processes and Meltblown Products, and Surface Enhancements.

INTC 2006 kicks off on Monday, September 25, with a pair of Tutorials – Basic Nonwoven Filtration Media: Theory & Practice, led by Norm Lifshutz, of Hollingsworth & Vose Co.; and Structure-Property Relationship, moderated by Behnam Pourdeyhimi, Nonwovens Cooperative Research Center (NCRC). The Conference then hits its full stride on Tuesday, September 26, with the first of dozens of papers in separate sessions, along with TAPPI and INDA committee meetings.

A highlight of INTC 2006 will be the Keynote and Award Luncheon on September 26. The keynote speaker will be Fred Gallasch, of Gallasch Consulting, whose topic is “Branding: Keeping a Brand Fresh and Alive.”

Among other INTC 2006 highlights:

- ✓ **Tabletop Event & Reception.** Attendees will be able to network with more than 30 corporate and university representatives during the tabletop event and reception. Discover what opportunities are available to you and your company in a casual atmosphere.
- ✓ **Student Paper Competition.** Moderated by Roy Broughton, of Auburn University, this session will feature up-and-coming professionals presenting papers detailing their research in nonwoven technology. The winner of the Student Paper Competition will be announced at Tuesday’s Keynote & Award Luncheon.

Registration Fees are \$1,050 for INDA members and \$1,470 for non-members through August 18. After that date, registration fees are \$1,280 for INDA members and \$1,765 for non-members.

To view the complete abstract submitted by the author, visit the INTC website: [www.inda.org/intc06](http://www.inda.org/intc06)

To register for INTC 2006, log on to [www.inda.org](http://www.inda.org). Companies interested in reserving a Table-Top display during the Reception should contact Tracey Barefoot, INDA, 919-233-1210 ext. 129; [tbarefoot@inda.org](mailto:tbarefoot@inda.org).

### **Congratulations to INDA's Jessica Franken**

Any consumer products supplier or converter who has had the need to do a little lobbying in Washington, D.C. has had the pleasure of working with Jessica Franken, INDA's Associate Director of Government Affairs. So please join us in congratulating Jessica for recently being awarded the coveted Alexis de Tocqueville Award upon her graduation from George Mason University's School of Public Policy (SPP).

Franken, who has worked in INDA's Washington, D.C. office for the past five years, received her Masters Degree in Public Policy (MPP) from George Mason University's School of Public Policy during the SPP's convocation ceremony on Friday, May 19.

This is the fourth year that the Alexis de Tocqueville Award has been presented. Selected by a faculty committee, the recipient is a student who has demonstrated exceptional intellectual acuity, initiative, a high level of professionalism and promise in his or her chosen field.

"We are all extremely proud of Jessica Franken," notes Peter G. Mayberry, Director of Government Affairs for INDA. "Not only did Jessica complete her Masters' degree with a perfect 4.0 grade point average, and earn this prestigious award, she did it while working full time on behalf of INDA and visiting more than 200 members of Congress to educate them about the nonwovens industry. This is truly a remarkable achievement."

Franken began the Masters of Public Policy Program in the Fall of 2002 and went to school part-time while working full-time for INDA until she completed the program in December, 2005.

In addition to graduating with a 4.0 GPA, Franken was also inducted into two academic honor societies — Phi Beta Delta (Honor Society for International Scholars) and Pi Alpha Alpha (National Honor Society for Public Affairs and Administration).

### ***INDUSTRY NEWS***

#### **\$85 Million Plant Making Nonwovens in Virginia**

McAirlaid's Vliesstoffe GmbH will be building its first American factory in Franklin County, Virginia, bringing with it about 160 jobs. McAirlaid's Vliesstoffe will invest \$85 million in a site about three miles south of Rocky Mount, according CEO Alexander Maksimow.

The factory will be the company's first outside Germany. It also will function as McAirlaid's North American corporate headquarters.

The company, based in Steinfurt in western Germany, makes airlaid nonwovens used in diapers, bed liners, feminine hygiene products, gauze pads, packaging and other products.

According to a report in the Roanoke Times, the news created lots of excitement in a region that has lost thousands of manufacturing jobs over the past decade. The company's CEO said he met with representatives from seven southeastern states before narrowing the candidates to Virginia and Kentucky.

Officials from the Virginia Economic Development Partnership worked with Maksimow and other company officials, who visited everywhere from Roanoke to Richmond to Newport News before returning to the western part of the state. McAirLaid's took an initial look at Roanoke County, Maksimow said, but chose not to locate there. The Roanoke Valley Economic Development Partnership, however, kept it looking in the region.

The county's \$2.5 million in incentives, plus \$500,000 each from the Governor's Opportunity Fund and the Virginia Tobacco Commission, may have helped the company make its decision as well.

McAirLaid's was founded in 1997 and employs about 120 people in two European factories. According to company president Peter Gawley, it will start installing machinery in a temporary facility in Rocky Mount by this summer and could be in production by January 2007.

The company's eventual destination is Franklin County's Commerce Park, where it will share space with Shredded Products, a subsidiary of Roanoke Electric Steel. Gawley said the second phase of the company's plans will take place in 2009, when a second manufacturing machine will arrive. Once in place, the company should have a capacity of 40,000 to 50,000 metric tons a year. For comparison, that's about the same size of a line in Gaston, N.C., owned by Buckeye Technologies, one of the United States' largest airlaid manufacturers.

Maksimow said McAirLaid's will use the Franklin County plant as a base from which to ship products to Canada, South America and around the United States.

### **DuPont Reveals Plans to Expand Tyvek Plant**

DuPont recently announced plans to spend more than \$25 million to expand its Tyvek nonwovens operations in Chesterfield County, Virginia. The Virginia Economic Development Partnership worked with Chesterfield County to secure the project for Virginia. The company is eligible to receive state benefits from the Virginia Enterprise Zone Program, administered by the Virginia Department of Housing and Community Development, because it is locating in a Virginia Enterprise Zone.

### **Ahlstrom to Run Cotton in Green Bay**

From *Nonwovens Industry*: Ahlstrom has invested in new capabilities for the production of cotton-containing spunlace products at its Green Bay, WI, plant. As a quick reaction to market demand for cotton-containing materials, Ahlstrom upgraded current systems and installed capital equipment in order to manufacture

materials that use the natural fiber. Ahlstrom has become one of the leading suppliers to the wipes market mainly through organic growth with proprietary technology as demonstrated in its spunlace composites line at its Windsor Locks, CT, facility commercialized in 2004. The acquisition of the Green Bay Nonwovens plant later that same year has further increased Ahlstrom's wipes production capability.

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That's all for this month. Feel free to contact editor Michael Jacobsen at 201-612-6601 or email at [mjacobsen@inda.org](mailto:mjacobsen@inda.org).

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