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Welcome to Volume 5, No. 5 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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BREAKING NEWS: SIX FINALISTS NAMED FOR 2007 VISIONARY AWARD

Six unique consumer products from the United States and Europe – ranging from advanced hygiene products to pet care to beer can construction – have been nominated as finalists for the prestigious 2007 Visionary Award.

Now in its sixth year, the Award – which is given annually to a new consumer product that utilizes nonwoven fabrics in its final form – will be presented at the VISION 2007 Consumer Products Conference, January 21-24, 2007 in Denver, CO. The finalists will make presentations during VISION 2007 and Conference attendees will vote on the recipient of the 2007 Visionary Award.

“The Visionary Awards recognize advances in incorporating nonwovens technology into consumer products and these finalists illustrate the diversity of the many uses of nonwoven and engineered fabrics being developed around the world,” says Visionary Award Chairman Michael Jacobsen, of INDA. “Once again, there were close to two dozen nominations this year and the Selection Committee spent a considerable amount of time analyzing the products before naming these six products as finalists for this prestigious Award.”

The six finalists are:

1. **Cotton Feminine Hygiene Products, Corman SpA, Italy.** These 100% pure cotton napkins and panty liners are designed specifically for women with sensitive skin and for those who prefer a natural alternative. The pads are comprised of a core 100% pure cotton wool for high absorbency, an acquisition and filtration layer of 100% pure cotton nonwoven, a breathable protection layer and a large “Secure-fit” adhesive.
2. **Cool2Go Insulating Wrap, DuPont, U.S.** Labatt Blue Cold One cans are wrapped with DuPont Cool2Go, a thin, insulating layer that protects beer from warm hands, condensation and the outside temperature. The Cool2Go wrap is made by placing a nonwoven polymer insulation between two layers of Melinex film, creating a thin thermal barrier that keeps beer colder up to twice as long a conventional aluminum cans.
3. **Johnson Baby Extracare Wipes, Johnson & Johnson, Europe.** The construction of J&J’s Baby Extracare Wipes separates the lipid and the aqueous phase of the emulsion, allowing it to incorporate incompatible components in the different phases.
4. **Petsleeves Petwear, Petsleeves, U.S.** Petsleeves are part of a unique product category called “petwear,” reusable but disposable apparel for dogs and cats. The retail version is made with a 1.95 osy spunbond polyester from BBA Fiberweb. Also available in veterinary model and a version for “work dogs.”

5. **Pampers Cruisers, Procter & Gamble, U.S.** Pampers Cruisers feature a new AbsorbAway Liner with 5 Star Absorbency that helps keep wetness away from a child's skin, even upside down. Cruisers also feature snug leg cuffs for leakage protection. The new AbsorbAway Liner has a soft mesh weave that also helps hold wetness away.
6. **Swim Pants, Tyco Healthcare Retail Group, U.S.** Through a use of a machine direction stretch film, the Swim Pant product provides BM containment for babies not yet potty trained. This containment is provided without the swelling typically seen in a pulp or airlaid cores while the child is in the water. The colorized stretch film allows for smooth side panels providing a swimsuit appearance and aids in the prevention of product sagging and BM leakage.

Last January at VISION 2006 in New Orleans, Chicopee was presented with the 2006 Visionary Award for its Disaster Relief Blanket. As has become a tradition at the VISION Conferences, Chicopee will make a presentation at VISION 2007 to provide an update on the winning product.

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

For more information on VISION 2007: www.inda.org

Industry News

K-C Focusing on Diaper Business in Mexico

Kimberly-Clark de Mexico SA recently announced plans to sell its industrial products division for \$434 million in order to focus on its more profitable consumer products business. The buyers are two investment funds: Eton Park Capital Management LP of the U.S. and Impulso de Desarrollos Estrategicos SA of Mexico.

K-C plans to use most of the funds to expand its Huggies diapers and Kleenex tissues divisions. It plans to invest \$350 million in these divisions over the next two years, an increase from an annual average of about \$70 million in the past five years.

BASF Raising Prices for Acrylic Monomers

BASF will increase its prices for acrylic acid and acrylic esters (glacial acrylic acid; methyl acrylate, ethyl acrylate, n-butyl acrylate, 2-ethyl hexyl acrylate), as far as existing contracts permit. This is the company's reaction to inadequate margins, predominantly caused by continued high and further increasing raw material, transportation and energy costs.

In North America the increase will be \$110 per metric ton on the average of products, effective October 1.

TenderCare Announces Exclusive Contract

TenderCare International recently announced that shipments have begun on a multi-million dollar exclusive private label baby diaper and pull-up contract for a "large international grocery chain." The company presently has the largest backlog of orders in its history and anticipates significant increases in sales.

TenderCare sells disposable baby diapers and wipes under the brand names Tushies Diapers, TushiesWipes, TenderCare Diapers Plus and Flushable TenderCare Wipes.

BabyToupee Coming to Bald Babies Everywhere

Okay, it's not a baby diaper, but think of the line extensions possible with the new BabyToupee from a company called Small Humans. The BabyToupee is described as "the first and only small wig for small people."

It appears that four celebrity-inspired BabyToupee models are available at www.BabyToupee.com and at select specialty baby retailers with a suggested retail price of \$29.99. BabyToupee's original line of wigs includes:

- ✓ The Donald - "You're hired!! Meet the new CEO of the playgroup."
- ✓ The Bob - "Mellow dreads for the Rasta inspired infant. No baby, No cry."
- ✓ The Lil Kim - "For your little miss thing ... sassy pink locks for the diva in diapers."
- ✓ The Samuel L. - "You know what they call a baby wig in Paris? Le Baby Toupee."

"Having a baby doesn't mean you have to stop having fun or do everything by the book," said Graham Farrar, Proud Parent, Founder & Big Wig, BabyToupee. "At BabyToupee, we don't take ourselves or our products too seriously. In fact, BabyToupees are just the first of many fun products designed to give that special baby a little extra personality and to ensure that parents retain theirs ... along with a sense of humor."

Good news: More hairdos are coming soon.

American Israeli Paper Mills Ltd. Subject to Potential Class Action Suit

American Israeli Paper Mills recently announced that a petition was filed against Hogla-Kimberly LTD (H-K), an affiliated company (49.9%), for the approval of a class action. According to the petition, H-K has reduced the number of units of diapers in a package of its "Titulim" brand and thus misled the public according to the Israeli Consumer Protection Act. H-K rejects the claims and intends to defend itself against the action.

Pampers Research Focuses on Dads

Dads' role in parenting is evolving. More and more fathers are looking for new ways to bond with their children -- especially during the first months of their baby's life. Armin Brott, "Mr. Dad" and author of "The New Father: A Dad's Guide to the First Year," calls today's generation of dads the "trailblazers" as they are the first to do many things, like change diapers, which many of their own dads didn't do.

According to a recent survey conducted by Pampers, while more than 92 percent of men feel that they are "skilled" at changing diapers, more than half of dads admit to avoiding the task or passing it off to their spouse or significant other, especially if the diaper is "messy." Furthermore, only 10 percent of dads view diaper changes as a valuable time to bond with their babies, which Brott insists is a missed opportunity for fathers.

"Even though some dads don't perceive diaper changing as a bonding experience, it really is a great way to get to know the baby and to start building a strong relationship -- that's a secret that mothers have known for years," said Brott, who has authored five books about dads' role in parenting. "I encourage dads to take advantage of every moment that they spend with their babies and there are a lot of moments spent changing diapers during their first few years."

Brott also serves as a member of the Pampers Parenting Institute, an expert advisory board of renowned maternal and child health experts. For a limited time, Pampers will feature a list of Brott's Daddy Diapering Tips that are available free for download at <http://www.pampers.com>.

Care of Older Americans with Incontinence Costs Billions Annually

The standard thinking that incontinence among older Americans is something that shouldn't be talked about leads to an alarming number of older Americans either being isolated or institutionalized. The real tragedy is that this is a highly treatable problem, according to Dr. Raymond Bologna, a urologist and author of "The Accidental Sisterhood," a book addressing the multifaceted issue of pelvic floor disorders like overactive bladder and incontinence. Visit www.AccidentalSisterhood.com for more information.

"When an older person is dealing with a bladder control problem or incontinence, they often cut themselves off from friends and family. They're afraid that if they visit their children and stay the night, for example, they'll have an embarrassing accident. Instead of enjoying life, many seniors stay at home and suffer in silence," said Dr. Bologna. "It definitely isn't something that many people are willing to talk about and, unfortunately, there are real consequences to this thinking."

"The thing that's particularly frustrating about this problem is that it's highly treatable and preventable in many cases. Billions are spent each year, caring for people who may not have ended up in nursing care if their overactive bladder or incontinence problems had been managed early on," said Dr. Bologna.

The annual cost for caring for incontinence in nursing facilities: an estimated \$5.2 billion dollars. That number doesn't account for costs associated with purchasing absorbent pads and diapers, which cost an individual thousands of dollars per year.

New Product: Koester Closure on Incontinence Briefs

Koester has added Combi-Tape to its line of closure tapes for incontinence briefs. The two-layer mechanical Combi-Tape consists of a soft nonwoven material and features a combination of glue with an innovative hook system called the FHL Flex Hook. This closure tape was specially developed for incontinence briefs with textile backsheet material. It is a further development of the present three-layer Combi-Tape, which offers a glue and standard hook area.

The Combi-Tape combines the benefits of the current Combi-Tape product and the Flex Hook Line. The combination of hook and glue ensures double safety for the end-user, i.e. double prevention against pop-off of the closure tape. The glue part prevents unintended opening of the closure tape, while the Flex Hook Lines prevent shearing-off. The new hook system is more flexible and allows the diaper to fit the respective body shape and follows any moves of the user.

K-C Updates Its Supreme Line

[From *Nonwovens Industry*] Kimberly-Clark has added two super premium diapers to its Huggies line, which will replace the brand's current supreme offerings. Huggies Supreme Gentle Care and Huggies Supreme Natural Fit diapers provide customized comfort to meet babies' changing needs.

Huggies Supreme Gentle Care diapers offer new cottony-soft materials called Cuddleweave to provide a comforting and secure feeling that is extra gentle for newborn babies. Huggies Supreme Natural Fit diapers, introduces Hugflex, a new hourglass shape so the diaper fits and feels more natural to older babies.

The Huggies Supreme Gentle Care diapers, available in preemie, newborn and sizes one and two, have a 20% more-cushiony and quilted softness than the previous Huggies Supreme diapers. In addition, Gentle Care in preemie and newborn sizes are the only diapers in the market with a U-shaped umbilical cord opening offering the most-gentle protection for a younger baby's sensitive belly button area.

Compared to current Huggies Supreme diapers, Huggies Supreme Natural Fit diapers, available in sizes 3-6, are more than 10% thinner, with a flexible absorbent pad, which also helps the diaper fit and feel more natural. And, in keeping with the trend of more fashion-forward baby apparel, both Huggies Supreme Natural Fit and Gentle Care diapers offer new, contemporary graphics and designs.

Both diapers will be available beginning in August at major retailers in the U.S. and Europe and will be launched throughout Europe later this year.



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

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