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Welcome to Volume 7, 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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FIVE WILL BATTLE IN NEW ORLEANS FOR 2009 VISIONARY AWARD

Five consumer products are getting set to battle it out for the prestigious 2009 Visionary Award. Now in its eighth 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 2009 Consumer Products Conference, January 26-29, 2009 in New Orleans, La. The finalists will make presentations during VISION 2009 and conference attendees will vote on the recipient of the 2009 Visionary Award.

The five finalists are:

1. **Ahlstrom Disruptor nanoalumina fiber, nonwoven water filter media.** Disruptor is a nonwoven, wet laid filter media that is based on nanoalumina fiber technology. Disruptor offers many benefits for consumer product water purification products, including refrigerators, tap filters, shower filters, counter top filters, under sink filters, prefilters to home reverse osmosis (RO) filters, water pitchers, water coolers and spa filters.
2. **Back Enterprises, Gergy Wormy Sanitary Sleeve.** The Gergy Wormy Sanitary Sleeve is a kid-friendly, easy-to-use disposable product that captures germs by teaching children to cough and sneeze into their elbow in a fun way.
3. **Kimberly-Clark, GoodNites Sleep Boxer for Boys and Sleep Shorts for Girls.** GoodNites give children comfortable protection that looks and feels like everyday sleepwear.

4. **Rotano International, Nooby's Booties Disposable Dog Booties.** These disposable dog booties are made from spunbond polypropylene and polyethylene and are marketed to fill a gap in the market as a disposable dog bootie.
5. **WearOnce.com/Tredegear Consumer Designs, Inc., Once Single-Use Panty.** Created for the modern woman and introduced in late 2007, the Once single-use panty is made from a breathable, soft, and stretchy nonwoven with comfortable leg and waistbands and a cotton gusset.

Last February at VISION 2008 in San Antonio, Tex., Kimberly-Clark's Spa Sensials personal care treatment received the 2008 Visionary Award over five other finalists. Other previous recipients include Tyco Healthcare Retail Group's Swim Pants (2007); Chicopee's Disaster Relief Blanket (2006); Fiberweb's Resolution Print Media (2005); Church & Dwight's Brillo Scrub 'n' Toss (2004); FMJ ChemBio's Civilian Quick Escape Mask (2003); and Procter & Gamble's Swiffer (2002).

For more information on VISION 2009: [VISION Homepage](#)

INDA POSTPONES LINK WITH ASIA 2009

With the global economic crisis impacting all aspects of the business of nonwovens, INDA has decided to postpone the inaugural Link with Asia 2009 Conference, which was scheduled for early May in Vancouver, British Columbia, Canada.

"The Link with Asia has been in planning for nearly a year and our market research, along with our initial interest by both participants and sponsors, indicated that this is an excellent idea," says INDA President Rory Holmes. "However, with the worldwide economic issues impacting all aspects of our business, it was not the right time to launch a new event."

Billed as "The East/West Business Connection," the Link with Asia was conceived to bring together North American and Asian companies with a common interest in the business of nonwovens and engineered fabrics.

INDA will reassess the concept of the Link with Asia Conference as the global economic situation improves and will look to reschedule the event at a later time.

P&G KNOWS IT TAKES A VILLAGE

Designed as a place where mothers can bond and chat with other moms, Procter & Gamble has created an online site it calls the Pampers Village at www.Pampers.com.

The site offers many features, including a place where expecting moms can download a pregnancy widget to their desktops to engage in their baby's progress while multi-tasking on the computer and even check out the baby name finder.

Most of the content on Pampers.com is provided by the Pampers Parenting Network (PPN). Formerly known as the Pampers Parenting Institute, PPN is a group of parenting experts and medical professionals that provides mothers with information, support and resources for the health and well-being of their babies and families.

PPN members participate in Q&As, blogs, articles and videos/demonstrations that will be unveiled throughout the year. New lifestyle experts to the PPN board include Laura Jana, M.D., a widely recognized parenting expert; Lisa Druxman, founder and CEO of Stroller Strides; and Julian Claus-Ehlers, executive chef and expert in healthy eating habits for the family.

Of course, Pampers products are featured in the village with enhanced information that includes a product selector to help find the best Pampers products for babies at each stage of development, along with a store locator.

Pampers Village launched in select European countries earlier this year and ultimately will be available in 44 regions by the end of 2009.

PGI REPORTS THIRD QUARTER AND NINE MONTH RESULTS

Polymer Group, Inc. (PGI) recently reported results from operations for the third quarter and nine-month periods ended September 27, 2008. Among the highlights of the report:

- Sales continued to reach record levels during the quarter, up 17.5% to \$301 million over the third quarter of 2007 and up 9% to \$865.7 million for the first nine months compared to the same period of the prior year.
- Gross profit for the quarter was up 8.5% over the prior year to \$43 million; however, margins were negatively impacted by significant increases in raw material costs during the quarter. Year-to-date, gross profit was \$131.8 million compared to \$130 million for the first nine months of 2007.
- Net income in the third quarter increased 43.8% over the second quarter of 2008 to \$3.4 million, and improved \$24.3 million from the net loss of \$20.9 million recorded in third quarter of 2007. For the first nine months of fiscal 2008, net income improved to \$7.2 million compared to a loss of \$19.4 million for the same period in 2007.

The company's top line growth was driven predominantly by higher selling prices in response to higher raw material costs, but also included positive contributions from an improved mix in many market segments and higher overall volumes in the Nonwovens business of \$12.6 million. Volume growth was achieved in Latin America, predominantly in Argentina, where the company added capacity at the end of last year, and in Asia where steady increases in high grade medical fabric production have resulted in higher volumes and an improved profit mix. Additionally, the company's Spinlace product volumes were contributing at full capacity during the quarter.

Meanwhile, for the nine months ended September 27, 2008, sales were \$865.7 million, up \$71.4 million, or 9%, from the same period in 2007. Net sales improved in the Nonwovens segment over comparable 2007 results by 9.8%, and net sales in fiscal 2008 in the Oriented Polymers segment increased 4.7% from 2007 results.

The primary driver of increased sales was price increases resulting from the pass-through of higher raw material costs. Net volume in the Nonwovens segment declined \$7.1 million compared to the prior year period due primarily to declines in the U.S. and Europe from underperforming business lines that were exited. These volume declines were partially offset by volume growth in Asia and Latin America.

Gross profit was \$131.8 million compared to \$130.0 million the prior year, primarily reflecting the impact of raw material costs that have increased significantly in recent periods and manufacturing inefficiencies associated with new line and new product start-ups during the year, and offset by lower depreciation charges resulting from impairments recognized in 2007 and other manufacturing gains.

AGR AND NTI ENTER LICENSING AGREEMENT

A licensing agreement has been signed between NonWoven Technologies, Inc. (NTI), Oyster Bay, NY, and Arthur G. Russell (AGR), Bristol, CT that gives AGR exclusivity for the use of NTI's patented high speed meltblown nanofiber technology.

"The agreement between us is an excellent match of partnering. NTI's breakthrough in high speed meltblown nanofiber technology and AGR's 60-plus years of building automated equipment puts us in a unique position in the industry," says Tony Fabbicante, president of NTI. "Since 83% of finished products are less than 15 inches wide, our three-row, 15-inch line will out produce a one-meter line by a 40% output. One of our goals is to sell these narrow lines at affordable prices for companies to develop and make their own roll goods."

The new technology makes nonwovens that with 20% more throughputs per commercial orifice size. The fabrics contain more orifices per linear inch than competing fabrics and these orifices are as small as 0.002 inches. Executives expect to create a one-

to three-meter, 500 m/min line on which to make this material which will target insulation, geotextiles and hotmelt applications. Other capabilities will include bicomponent fibers, binano fibers, spunbonding and hydro/air entanglement.

RADICI SPANDEX UNVEILS RADELAST

RadiciSpandex Corp., the U.S. arm of the Italian global fibers conglomerate RadiciGroup, has introduced a brand identity program for its family of performance spandex products. Effective last month, all RadiciSpandex stretch fibers now carry the brand name RadElast.

The creation of the registered RadElast brand is the culmination of a comprehensive corporate identification initiative implemented by RadiciSpandex parent company RadiciGroup among its diverse fiber and textile divisions throughout the world, including RadYarn, Radifloor and RadiGreen. RadElast combines the Radici name with elastane, the European term for spandex, to symbolize the powerful combination of the RadiciGroup heritage as a worldwide leader in fiber technology with the diverse benefits of spandex.

The RadiciSpandex RadElast branding program is available to fabric mills, manufacturers, designers and retailers in all end-use markets free of licensing fees as an optional value-added tool to enhance their marketing efforts. RadiciSpandex will provide customers approved for participation in the program attention-getting hangtags that communicate the specific benefits of RadElast fibers throughout the supply chain.

End uses for RadiciSpandex fibers, which will now be identified by their established code names in combination with the RadElast brand, include swimwear, lingerie, activewear, hosiery, denim, sportswear, nonwovens, narrow fabrics, personal care, medical and industrial applications.

PERRIGO ACQUIRES UNICO HOLDINGS

Perrigo Company has acquired Unico Holdings for approximately \$49 million in cash. Based in Lake Worth, Fla., privately held Unico is a manufacturer of store brand pediatric electrolytes, enemas and feminine hygiene products for retail customers in the U.S.

Perrigo's chairman and CEO Joseph C. Papa stated, "The acquisition of Unico expands our store brand product offering into important categories that we currently do not offer. This investment further solidifies Perrigo's commitment to providing our customers the broadest portfolio of store brand products in the industry and to meeting the world's growing need for quality, affordable healthcare."

Perrigo is a global healthcare supplier that develops, manufactures and distributes over-the-counter (OTC) and prescription pharmaceuticals, nutritional products, active pharmaceutical ingredients (API) and consumer products.

TOBA COMPLETES BEIJING MARVEL ACQUISITION

Toba Industries Ltd. recently completed a reverse takeover of Beijing Marvel Cleansing Supplies Co. Ltd., formerly known as Peking Marvel Cleansing Supplies Co., Ltd. Beijing Marvel is a wet wipes manufacturer in China that produces a variety of nonwoven wipe products for personal and household applications. The company's name will officially change to Beijing Marvel Cleaning Supplies Co. Ltd., and will trade under the new symbol "BMW" on the TSX Venture Exchange.

3M AND BOZZETTO IN DISTRIBUTION AGREEMENT

[From *Nonwovens Industry*] The 3M Protective Materials business has entered into a distribution agreement with Bozzetto, Inc., a producer of chemical products for the textile industry located in Greensboro, NC. Bozzetto, Inc. will manage the majority of 3M's U.S. apparel and related accounts. Bozzetto's industry expertise will provide customers with more seamless sales and technical service coverage.

"We have already established a distribution relationship with the parent company, The Bozzetto Group, across much of Europe and Asia, so this was a natural extension to our global apparel business," said Mitch Culbreath, new business development manager for 3M Protective Materials.

"Bozzetto, Inc. and the Bozzetto Group are proud to work side by side with 3M Protective Materials in this new arrangement. We will pursue new avenues for our products as well as 3M's in garments, fabric finishing, technical textiles and upholstery," said Gregg Jones, president of Bozzetto.

The agreement became effective November 1.

H&V UNVEILING NANOWEB AT FILTRATION 2008 IN PHILADELPHIA

Hollingsworth & Vose will unveil its Nanoweb Advanced nanofiber technology this month at Filtration 2008, December 9-11 at the Pennsylvania Convention Center in Philadelphia. Developed with H&V's HVision technology platform, the material is designed for an array of air filtration media, liquid filtration media and performance barrier nonwoven applications.

"H&V's new Nanoweb technology provides a microporous structure with unparalleled process control and durability," according to David von Loesecke, VP & GM of H&V's

Engine & Industrial Filtration. "The fiber diameter distribution and layer thickness can be formulated to deliver greater performance across many applications."

Nanoweb media can be supplied as a coating to any nonwoven base, including glass, cellulose, or synthetic fibers, or as a standalone substrate. Potential applications include Air Filter Media, Liquid Filter Media and Performance Barrier Nonwovens.

FREUDENBERG REORGANIZES ITS FILTER BUSINESS

The Filter Division of Freudenberg Nonwovens has been reorganized as an independent Business Group in the Freudenberg Group and has been given the new name of Freudenberg Filtration Technologies, effective January 1.

Dr. Jörg Sievert and Dr. Andreas Kreuter, the former managing directors of the Filter Division, will head the management team at Freudenberg Filtration Technologies and will be headquartered in Weinheim. Approximately 1200 associates at 34 sites around the world will manufacture and market filters as well as offering services.

"The filtration business is an area of strategic growth with its own business model within the Freudenberg Group," says Dr. Sievert. "For our customers, the only change is the name of their supplier. They will continue to enjoy the same high standards of quality and reliability."

Business at the Interlinings, Spunlaid and Industrial Nonwovens Divisions of Freudenberg Nonwovens remains unchanged.

ED VAUGHN NAMED MANAGING EDITOR OF JEFF JOURNAL

Dr. Edward Vaughn has been named the Managing Editor of the Journal of Engineered Fibers and Fabrics (JEFF), an international, peer-reviewed scientific e-Journal that publishes original research on all aspects of fiber science and fabric technologies.

Dr. Vaughn, who retired recently as Professor of Textiles at the School of Materials Science and Engineering at Clemson University, will take over, effective January 1, 2009, from Bill Haile, who served as Managing Editor since JEFF was first published in 2006.

JEFF is jointly published by INDA, Association of the Nonwoven Fabrics Industry; TAPPI, the Technical Association of the Pulp, Paper, Packaging, and Converting Industries; The Fiber Society; and AATCC, the American Association of Textile Chemists and Colorists. Operational support comes from a team of highly accomplished Ph.D.'s in North America, Europe and Asia who serve as area editors.

Dr. Vaughn will now be responsible for coordinating all submissions and evaluation of papers for this peer-reviewed online publication. He will communicate with authors and maintain responsibility for the quality of the original content published quarterly in JEFF.

In September JEFF received official accreditation from Thomson Reuters, which allows it to take its place among a select group of peer-reviewed journals that are noted for advancing research in their field. For authors this accreditation means the inclusion of their work in the Thomson Citation Indexes.

Dr. Vaughn can be reached at jeffjournal@bellsouth.net.

For more information on the Journal of Engineered Fibers and Fabrics, go to www.jeffjournal.org.

REPORT PROJECTS HIGH GROWTH FOR WORLD SANITARY PAPER MARKET
Reportlinker.com has published a new market research report related to the Wood and Paper industry. The global outlook series on Sanitary Paper Products provides a collection of statistical anecdotes, market briefs, and concise summaries of research findings. The report offers a rudimentary overview of the industry, a cross-sectional comparison of top players in the international space, and a sneak peek into the major product segments that make up the industry.

The discussion on the global market is punctuated with 18 market data rich tables, which capture dollar sales by region/country, and player market shares by company across product market verticals, such as, Sanitary Napkins, Infant Diapers, Facial Tissues, Paper Towels, Wipes, Incontinence Products, and Toilet/Bathroom Tissues, among others. The U.S. market is quantitatively evaluated with 31 tables, which capture major brands, sales, and retailing channel practices among key product categories, including Toilet Tissue Paper, Facial Tissues, Paper Towels, Sanitary Napkins/ Panty Liners, Adult Incontinence Products, and Disposable Training Pants, among others.

BARRICADE FIRE GEL EARNS EPA CHAMPION AWARD

A fire blocking gel developed by a veteran Florida firefighter has been recognized by the U.S. Environmental Protection Agency for its environmentally friendly formula through the use of safer surfactants and for its efforts in documenting a strategy for ensuring that only safer surfactants are used.

Barricade Fire Gel was invented by Palm Beach County firefighter John Bartlett after he observed that a disposable baby diaper did not burn during a routine trash fire. The water-absorbing polymers used in diapers are like those now used in Barricade Fire Gel.

While Barricade has been credited with saving thousands of homes and businesses, Bartlett and his chemists worked for more than a decade to perfect this current formulation. The company now manufactures the only liquid fire gel approved for use by the U.S. Forest Service that is completely free of the hazardous surfactant known as nonylphenol ethoxylate (NPE), which scientific studies have shown can have long-term toxic effects on fresh- and salt-water fish and other wildlife.

Barricade, based in Hobe Sound, Fla., is the only fire gel to receive a "Champion" designation, the highest level of recognition from the EPA as part of its Safer Detergents Stewardship Initiative. "Safer surfactants break down quickly to nonpolluting compounds and help protect aquatic life in both fresh and salt water," said EPA Administrator Steve Johnson at the award ceremony in Washington, D.C. "By removing surfactants from their products, these SDSI Champions are improving their environmental footprints, satisfying consumer demand for safer products and contributing to cleaner, better protected waterways."

"NPEs and other problematic detergent chemicals are worthy of our attention and concern," said James Gulliford, assistant administrator of the Office of Prevention, Pesticides and Toxic Substances. "NPEs are toxic to aquatic life, and as they break down in the environment they become even more toxic."

MODERN MOMMY GEAR LAUNCHES ONLINE STORE

Just in time for the holiday shopping season, Modern Mommy Gear launched its online store, ModernMommyGear.com, featuring mom-tested products and parenting gear for today's modern-chic, eco-responsible families. Modern Mommy Gear makes shopping for green gear for babies, parents and the home simple by offering eco-responsible products from a variety of manufacturers in a single online store.

Unlike many online retailers who go through outside distributors to send products to consumers, Modern Mommy Gear carries its entire inventory of environmentally friendly, sustainable and reusable products in-house, including diapers, shopping bags, water bottles, toys and clothing. This distribution model allows Modern Mommy Gear's staff to test the products first-hand, and ship products the same day they are ordered at a less expensive price than competitors.

"As a working mom, I know how difficult it can be for busy parents to find time to shop for quality products and parenting gear that are good for their families and the environment," says Robin Morris, founder of Modern Mommy Gear. "I created Modern Mommy Gear with the goal of helping busy parents find what they need to raise environmentally responsible children and manage eco-friendly homes."

For the holidays, Modern Mommy Gear offers gift certificates and gift baskets full of green products that make holiday shopping a snap for eco-responsible parents, friends and family members. Shoppers can choose from a variety of gift baskets ranging from \$30 to \$80, featuring organic baby basics, homemade baby food kits, and eco-responsible toys, blankets and other supplies.

For more information about Modern Mommy Gear, or to purchase eco-friendly parenting products online, visit <http://www.ModernMommyGear.com>.

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