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Welcome to Volume 7, 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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BREAKING NEWS

FIVE FINALISTS NAMED FOR 2009 VISIONARY AWARD

Five consumer products from both large and small consumer products companies have been nominated as finalists 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 vital role nonwovens continue to play in a host of consumer products is clear in the quality of these five finalists, which were selected from almost two dozen nominations from around the world,” says Visionary Award Chairman Michael Jacobsen, of INDA. “They represent the most significant advances in incorporating nonwovens technology into consumer products and they are being recognized not only for their technical attributes, but for their novel use of nonwoven fabrics as well.”

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. The product is comprised of a nonwoven laminate containing multiple elastic filaments for the cuffs, an inner layer of breathable film and an outer layer of spunbond polypropylene.

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. They are designed to help protect, with customized protection zones for girls and for boys.

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. It comes in two versions – a Disposable Dog Bootie for Wet Conditions and one for Dry Conditions.

5. **WearOnce.com, Tredegar Consumer Designs, Inc., Once Single-Use Panty**

Created for the modern woman and introduced in late 2007, the Once single-use panty with a breathable, soft, stretchy and stylish fit feels like any other panty, but with one big advantage – it is worn once and then discarded. It 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: [VISION 2009 homepage](#)

INDA PRESENTS NUMBER OF AWARDS AT RECENT INTC

At the recent International Nonwovens Technical Conference (INTC) in Houston co-sponsored by INDA and TAPPI, a number of special awards were presented to industry and academia professionals for their service to the industry. Among them:

- ✓ Roy Broughton of Auburn University received the 2008 TAPPI Nonwovens Division Leadership and Service Award and Rohm and Haas prize. Dr. Broughton was recognized for outstanding leadership and exceptional service, which have resulted in significant and demonstrable benefits to the division's members. He is a full professor of textile engineering at Auburn University.
- ✓ Behnam Pourdeyhimi, Nonwovens Institute director and NCSU professor, received the TAPPI Nonwovens Division 2008 Technical Award and Mark Hollingsworth Prize in the amount of \$1000. This award recognizes outstanding accomplishments that have advanced the industry's technology in the field of nonwovens.
- ✓ The eighth annual INDA Award for Lifetime Technical Achievement was to Fiberweb's David Newkirk and Larry Wadsworth of U.S. Pacific Co. These awards are presented to individuals who have a long and established technical career in the nonwovens industry. Both recipients have a long history of technical innovation leading to the development of intellectual property

resulting in new products and processes. These developments have added substantial fiscal value to nonwovens companies and the industry as a whole.

- ✓ Shreya Paul of North Carolina State University won the graduate research award for the presentation, "Polar Polypropylene Nonwovens to Improve Adhesion to Elastomers." Other contenders for this honor included Reza Badrossamy, University of California, for "Biocidal Acyclic N-halamine Polypropylene Polymer and Fibers for Nonwoven Applications," and "Fabrication and Characterization of Fibrous Activated Carbon from Cotton Nonwoven," presented by Nan Jiang of Louisiana State University.

INDUSTRY NEWS

KOTEX PARTNERS WITH DOT GIRL FIRST PERIOD PRODUCTS

Kimberly-Clark's Kotex brand and Dot Girl First Period Products, a retailer of first menstrual period kits for pre-teen girls, have entered into a licensing agreement that allows the Kotex brand to offer exclusive educational content from Dot Girl on its website, as well as connect with young women by having its products featured in the Dot Girl's First Period Kit. Dot Girl will benefit from being featured on the Kotex.com Special Offers page.

"We are excited to be teaming up with the Kotex brand, as well as including Kotex Ultra Thin Pads with Wings and Lightdays Individually Wrapped Liners in our Kit," says Terri Goodwin, co-owner of Dot Girl. "The addition of these products will be a significant improvement for our core customers, mothers and daughters looking to have the first period conversation, and will be a great way for this group to gain access to product coupons for purchase of Kotex brand products."

The Dot Girl's First Period Kit, currently sold through www.dotgirlproducts.com, will also be featured in the Special Offers section of the Kotex.com site. Dot Girl co-owners Terri Goodwin and Kathy Pickus will be regular contributors to the Kotex.com Articles and Information page, with their first article appearing in October 2008.

The Kotex brand sees this partnership as a great opportunity to help educate and prepare young women to discuss their first period with their mothers in a positive, practical manner. By working with Dot Girl, the Kotex brand will be expanding its sampling and online outreach programs, key components of its marketing initiatives, by reaching new feminine product users through the Kits. Articles by the Dot Girl team will enhance the Kotex brand's use of online communications channels to interact with consumers by providing them access to educational and useful articles.

Dot Girl First Period Products is owned by TK Designs, LLC and is based in the Seattle, WA area. TK Designs, LLC was founded in December 2005 by sisters Terri Goodwin and

Kathy Pickus. Along with The Dot Girl's First Period Kit, the company sells books and clothing to help prepare young girls for puberty.

FREUDENBERG CLOSING STAPLE PRODUCTION IN DURHAM

Freudenberg Nonwovens has revealed plans to permanently close its staple fiber production lines at its Durham, NC by the end of March 2009. Products currently manufactured in the facility will be transferred to other Freudenberg sites or discontinued. Today the Durham staple-fiber production operates two base lines and two print-sets and employs 60 people. The Spunlaid Division in Durham with its production capacity will not be affected by this closure.

"This adjustment of production capacity is necessary to bring our capability in line with current market demand," according to John McNabb, GM & VP of Freudenberg's Industrial Nonwovens Division. Freudenberg says it will maintain a presence in North America with remaining operations in Durham and Hopkinsville, KY.

PGI LAUNCHES NEW BRAND IDENTITY

With new bold colors and four dots above the lower-cased letters pgi, Polymer Group, Inc. last month launched its new brand identity, symbolizing its commitment to achieving leadership in innovation, customer satisfaction, operational excellence and global manufacturing.

"Our new logo and brand identity shows the transformation that has been underway at PGI for some time now to make us a more market-driven, customer-focused company that is dedicated to helping our customers succeed in their markets," says CEO Veronica Hagen. "This new look speaks to the values that PGI has been known for in the industry throughout our history, while also representing our new strategic direction."

"This new identity really symbolizes the direction we are going and the values we embody as a company," adds John Heironimus, VP and CMO. "PGI is a growing company that is very much focused on our customers and establishing leadership in the medical, hygiene, industrial and wipes markets."

At the same time, PGI revamped its website with the new identity, as well as added more comprehensive information on the company's products in the hygiene, medical, wipes and industrial segments, end-use applications, customer success stories, and insight into how it develops its innovative technologies and products.

New features include the Innovation Lab, an interactive tool for customers to match the best PGI solution to their needs, and an online customer satisfaction survey, where customers from around the globe can provide feedback on PGI's performance at any time, which will be reviewed regularly by senior management.

KRATON UNVEILS STRETCH TECHNOLOGY

Kraton Polymers recently introduced MD6705, which it says breaks the processing barrier of conventional styrenic block copolymers and allows fabricators to make bicomponent elastic nonwovens on commercial production equipment at full speed. Previously, polymers that spin well typically did not have good elastic properties but, according to Kraton, the design of MD6705 allows it to be processed at commercial production rates with excellent elastic properties. High speed runs have been demonstrated on Hills, Reifenhauer, and Neumag lines with PP, PET, and nylon sheaths. Nonwovens with different weights and sheath ratios were produced. Performance of the finished fabric can be easily fine tuned for individual application needs.

Nonwovens made with this new bicomponent fiber technology can be used as elastic components in personal hygiene applications such as diaper waist bands, diaper ear tabs, training pant side panels, adult incontinence cover sheets and feminine hygiene components. It can also be used in clothing, medical device parts, industrial applications, food service, automotive parts, and sporting goods.

NORDSON SUREWRAP NOZZLES TARGET ADHESIVE COATING

Nordson has introduced its Universal SureWrap nozzles, which accurately apply hot melt adhesive to elastic strands used for elasticized legs, leg cuffs and waistbands on baby diapers, training pants and adult incontinence products. Universal SureWrap nozzles are designed to help manufacturers achieve improved creep resistance compared to multiple-strand spray coverage while decreasing adhesive consumption and reducing product costs.

Nordson has recently upgraded its Universal SureWrap nozzles for greater durability and improved ease of use with coated elastic materials. New hard wear-inserts in elastic guiding areas of nozzles alleviate accelerated wear caused by abrasive pigmented and talc-coated elastics and high production speeds.

SureWrap's patented integral strand guides optimize adhesive placement, stabilizing strand position and eliminating the need for additional guiding devices. By concentrating the thermal mass, SureWrap improves creep resistance and maximizes heat retention and open time. The flexible design accommodates single and multi-strand applications, and nozzles are compatible with Universal Series modules, typically allowing customers to achieve the benefits of SureWrap nozzle technology without the need to purchase new applicators or modules.

NEW REPORT FOCUSES ON GROWING PATIENT AWARENESS OF INCONTINENCE

The European urinary incontinence market is facing challenges such as lack of sufficient clinical safety studies and price pressures due to intense competition. However, rising

awareness among the target patient population and the introduction of innovative devices and techniques are sustaining market expansion.

A new analysis from Frost & Sullivan, European Urinary Incontinence Devices Market, finds that the market earned revenues of \$568 million in 2007 and estimates this to reach \$1.02 billion by 2014.

"The demand for urinary incontinence devices has been surging due to the increased incidence of this condition among a rapidly aging population," notes Frost & Sullivan Senior Research Analyst Sowmya Rajagopalan. "Moreover, the use of these medical devices is regarded as being more advantageous than drugs, which are likely to have unknown long-term effects."

WEDDING DRESS MADE OF FEMININE HYGIENE PRODUCTS DRAWS CONTROVERSY

A Virginia artist is miffed that a wedding gown, constructed of feminine products, won't be exhibited at a Roanoke College fashion show. According to a report in Roanoke Times, the drama began with a white wedding dress – a piece of art – sewn together from tampons and sanitary napkins.

On one side is its creator, Mary Tartaro. She included the dress in a solo art show, which was scheduled to open recently at a Roanoke College gallery. On the other side is the gallery director, Talia Logan. She had her doubts.

Tartaro said she was told the work was too controversial for the college and the locals. Logan said she simply thought the dress clashed with the artist's metal sculptures.

And while there are two ways of looking at the disagreement, no one will be looking at the tampon wedding dress, because Tartaro pulled her entire exhibit from the Olin Gallery, raising the cry that she had been censored and leaving the college without its first show of the season.

"I don't know who you'd want to protect from white tampons," Tartaro said of the piece, titled "Moon Bride." The Blacksburg artist, who is also the mother of twin high school-aged boys, said the wedding dress would have pushed spectators to ask questions about contemporary women's issues.

However, Logan said that nixing the dress was within her rights as gallery director. "She's considering this censorship and I'm considering this curating," she said, adding that the dress was not a good match with Tartaro's "absolutely wonderful" biomorphic metal sculptures.

What's more, Logan said, "the Kotex wedding dress has been done before." Logan noted that she had approved a separate Tartaro work that included feminine hygiene products.

Tartaro, who is also the director of Perspective Gallery at Virginia Tech, said she understands the challenges of putting on a campus show. She had agreed to pull the animals, despite working on her taxidermy for months.

But to prohibit exhibiting the wedding dress was going too far, in her view. To take a stand against a climate of fear, she said, she rented a truck and cleared her entire exhibit from the Salem College's gallery.

SIMPLE NECESSIT-EASE BRINGS NEW LINE OF PANTY TO THE U.S.

Simple Necessit-Ease has brought a new type of panty to the intimate apparel market that it says answers the need of over 70 million American women with their BFF "Period Undies." Made for women who get their period each month, the BFF "Period Undies" by Simple Necessit-Ease protects the wearer from embarrassing leaks on clothes that often occur during menstruation.

It all started while Grace SooHoo, the founder and president of the company gathered with a group of girlfriends. Sitting around and confiding their most embarrassing moments, one shared how she leaked through a light, summer white dress. "We all dreamed about how great it would be if there was an undergarment that would prevent that disaster from happening again," states Ms. SooHoo.

With 20 years in the apparel business, her company quickly began researching and developing a panty that would be used with feminine hygiene products to give that extra reassurance when you most need it. Though pads and tampons have evolved throughout the years, the fact remains women still experience those potentially embarrassing accidents during menstruation.

After years of research and development, the Simple Necessit-Ease team found a treatment that is breathable and thin enough to provide the ultimate in comfort, and can withstand the rough and tumble of machine washings. The new product BFF Period Undies, provides that EXTRA layer of protection women need. The soft, comfortable cotton/spandex panties and their breathable coating, in the center and rear, keep any leaks from feminine hygiene products in the panty and not on clothes.

For more information: graces@necessit-ease.com

PATENT REVIEW

Layered Nonwoven Fabric

Pub. Number: WO2008108238

Applicant: Mitsui Chemicals

Inventors: Motomura, Shigeyuki; Suzuki, Kenichi; Masuda, Kazuhiko; Morimoto, Hisashi; Kunimoto, Naosuke

Abstract: A layered nonwoven fabric which is excellent in stretchability, softness, and bulkiness, is reduced in tackiness, and is suitable for use as a mechanical-fastening female material. The layered nonwoven fabric comprises: a filament-mixed spun-bonded nonwoven fabric comprising 10-90 wt.% long fibers of a thermoplastic elastomer and 90-10 wt.% long fibers of a thermoplastic resin; and a nonwoven fabric which is composed of crimped fibers and superposed on at least one side of the spun-bonded nonwoven fabric. It is suitable for use in hygienic materials, etc. Examples of the use include various parts of absorbent articles such as disposable diapers and sanitary articles.

[Mixed Fiber Nonwoven Fabric Laminate](#)

Pub. Number: WO2008108230

Applicant: Mitsui CHEMICALS, INC.

Inventor: Motomura, Shigeyuki; Suzuki, Kenichi; Kunimoto, Naosuke

Abstract: A mixed-fiber nonwoven fabric laminate which is excellent in stretchability, flexibility, touch feeling, and formability and reduced in tackiness. The mixed-fiber nonwoven fabric laminate is characterized by comprising at least two mixed-fiber spun-bonded nonwoven fabric layers which differ in blending ratio between long fibers of a thermoplastic elastomer and long fibers of a thermoplastic resin. It is suitable for use not only in sanitary materials but in medical materials, hygienic materials, industrial materials, etc. Examples of the sanitary materials include absorbent products, e.g., disposable diapers or sanitary articles. In an extensible disposable diaper or disposable pants diaper, the laminate is suitable for use as a top sheet, back sheet, waist band (extending tape, side flap), fastening tape, three-dimensional gathers, and leg cuffs. It is also suitable for use as parts such as side panels of a disposable pants diaper.

[Disposable absorbent articles with zones comprising elastomeric components](#)

Pub. Number: EP1964534

Applicant: Procter and Gamble

Inventors: Roe, Donald Carroll; Desai, Fred Naval

Abstract: Absorbent articles having a liquid permeable topsheet, a liquid impermeable backsheets and an absorbent core disposed between said topsheet and said backsheets are disclosed. The absorbent articles include a thermoplastic elastomer joined to or disposed in a stretch zone on at least one component or region of the absorbent article to impart an elastic resistance that provides sizing or shaping capabilities to the article. The absorbent article can be in the form of diapers, pull-on diapers, training pants, sanitary napkins, wipes, bibs, incontinence briefs or inserts.

[Disposable feminine protection storage and waste disposal system](#)

Pub. Number: US7422106

Inventors: Kendra, Michelle Terese

Abstract: The present invention relates to a storage and waste disposal system designed for use in storage of feminine hygiene products prior to use and for disposal of feminine

hygiene products after use. The feminine hygiene product storage and waste disposal system includes a main container having an inner and outer surface and an interior receptacle designed for the storage and waste disposal of feminine hygiene products.

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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