Take your wipes to new heights.

WOW - WHERE YOU GET TO KNOW EVERYONE WHO KNOWS WIPES

Connect with the wipes industry leaders on the topics that matter most to your business:

- Flushability and the latest industry Code of Practice for the proper labeling of wipes
- Consumer and industrial wipes manufacturing advances
- Supply and demand forecasts
- Industry and consumer trends
- Preservatives
- Packaging
- Government regulations

Experience excellent program content with core networking opportunities.

Meet with key wipes industry professionals during 12+ hours of informal face-to-face opportunities that include a Welcome Reception, two tabletop display receptions, three coffee and networking breaks, breakfast, and the popular option to dine with an industry Thought Leader as your dinner table host at a pre-selected Atlanta restaurant.

- Make new connections with over 300 wipes companies
- Meet your current and potential customers
- Develop new business resources
- Explore unmatched access to wipes industry Thought Leaders
- Schedule convenient business meetings
Here’s a glimpse of the exciting presentations you’ll hear at this year’s World of Wipes® International Conference:

MARKETS: CONSUMER AND INDUSTRIAL WIPES

Carman Allison, Vice President of Consumer Insights, Nielsen Canada

Consumer diversity, polarization, and generational shifts; learn how these consumer changes can impact industry trends in consumption behaviors and attitudes – and your wipes business.

Alistair Brown, Director, Marketing & Communications, Suominen

What has Suominen discovered about consumer culture, needs, and opinions in “welovewipes.com” – and how can you apply these findings in your product development?

Desiree Dowe, Global Brand Manager Innovation, Neutrogena

How do wipes fit in the total facial cleansing space? Why are some products in the makeup remover wipe category seeing accelerated growth and what is emerging as “the” global trend?

Brad Kalil, Director of Market Research and Statistics, INDA

Set the correct strategies with economic and demographic wipes industry’s supply and demand intelligence from INDA’s newly published North American Nonwovens Industry Outlook 2013-2018.

Tom Flicker, Principal Product Engineer PD&D for up & up®, Target Corporation

Learn Target’s approaches to designing quality value products across multiple tiers from the engineer who oversees the technical and design teams that are responsible for 2,000+ owned brand products.

Al Dietz, Vice President and Chief Technology Officer, Strategy & Business Development, Polymer Group, Inc. (PGI)

Discover the industrial wipes category and learn which customer needs are driving manufacturing innovations.

Jessica Franken, Director of Government Affairs, INDA

Know the latest government wipes issues including: federal chemicals reform, the Miscellaneous Tariff Bill, California’s Safer Consumer Products Regulation, the EPA “Wiper Rule,” and impending regulation of common antibacterials and preservatives.

“THE WORLD OF WIPES (WOW) CONFERENCE PROVIDES THE OPPORTUNITY FOR WIPES-SPECIFIC PROFESSIONALS TO GAIN VALUABLE MARKET, TECHNOLOGY, AND PRODUCT KNOWLEDGE WHILE INTERACTING WITH CUSTOMERS, SUPPLIERS, AND PEERS. THE NETWORKING PRODUCES IDEAS WHICH CAN BE THE THOUGHT CATALYST FOR NEW APPLICATIONS AND OPPORTUNITIES WHILE PROVIDING A VENUE FOR POTENTIAL NEW CUSTOMER CONTACTS.”

- Bradley A. Van Pay, National Account Manager, Georgia-Pacific Nonwovens
LOTIONS & POTIONS: FRAGRANCES AND PRESERVATIVES

Richard Knowlson, Vice President-Business Development, Jacob Holm Industries
Enhance your understanding of fragrance design in product development to differentiate products and build an emotional connection and recognition between the consumer and the brand.

Andress Johnson, Technical Manager, Personal Care & Household, THOR Specialties, Inc.
Take away the best approaches and current trends to preserve your wet wipes and baby wipes while balancing product safety.

Zahid Sharif, Senior Project Manager, Rockline Industries, Inc.

Bernd Heinken, Head of Technical Support-Special Additives International, Schülke & Mayr GmbH
Learn how antimicrobial agents serve to replace or reduce traditional preservatives such as formaldehyde donors or parabens with “boosting” or “synergistic” effects.

Asaf Izraely, Vice President, R&D, Albaad Corporation
A new nonwoven technology for moist toilet paper products is months away from commercialization. Learn how Albaad Corporation approached and solved the challenges in the product development phase while managing the complexity and risks of creating a new technology.

Dolores A. Shaw, Senior Microbiologist North America, Dow Chemical Company
Ensure the microbiological quality of your wet wipes as the industry moves toward “softer” and non-traditional preservation processes; learn which elements are critical in hygienic manufacturing, and microbiological testing and solutions.

SUBSTRATES: PROFIT IMPROVING TECHNOLOGIES

Paul Serbiak, Managing Partner, Pure Sustainable Product Technologies, Inc.
A new class of technology called Product from Waste seeks to transform waste into higher economic value compared to recycling or landfills. Discover why forward-thinking companies are interested in PfW to fulfill sustainability requirements and produce fibers that deliver new properties for nonwoven fabrics.

Tarun Jagga, Vice-President, Recron® Polyester Fiberfill, Reliance Industries Limited, India
Polyester’s properties make it ideal for hygiene and medical applications: environmentally friendly, non-toxic, amply available, and easily recyclable. Hear about new offerings that include softness, absorbent capacity, strength, and environmental friendliness with improved opacity and higher surface coverage in nonwoven fabrics for lighter and thinner wipes.

Pramod Shanbhag, Product Development Manager, Suominen
Larry Kinn, Senior Vice President, Operations Americas, Suominen
Gain insights into the key characterizations and design of versatile wetlaid nonwovens through properties, performance, and bonding methods versus other nonwoven technologies.

To register, call: 919 459 3700 x 3726
**WIPE OPPORTUNITIES: PATHOGEN PREVENTION**

**J. Hudson Garrett Jr., PhD, MSN, MPH, FNP, CSRN, PLNC, VA-BC, Vice President, Clinical Affairs, PDI, Sani-Professional, and Nice-Pak**

Review the lessons learned from the top “infectious disease threats” from 2014 emphasizing how to prevent and prepare for a future of infectious threats.

**Hans Hummel, Global Marketing Manager, Lonza, Inc.**

Explore regulatory requirements to combat pathogens and the hurdles manufacturers and marketers of disinfectant wipes face to responsibly promote their products; and how the World Health Organization, the Centers for Disease Control and Prevention, and the Environmental Protection Agency provide guidance for them.

**Anthony Trombetta, Director of Sales, International Sanitary Supply Association (ISSA)**

Gain insights to the challenges of providing in-house cleaning needs and take away new product design and developments that deliver professional results faster, better, and more efficiently.

**Mike Benthein, Principal Development Engineer, Bemis Company, Inc.**

Learn about the flexible packaging films used to package wet wipes; how to avoid potential package failures during packing; discern the correct film for an end use application; and get a glimpse into the future for flexible packaging.

**FLUSHABILITY: OVERVIEWS ON THE INDUSTRY CODE OF PRACTICE FOR PROPER LABELING OF WIPES**

**David Rousse, President, INDA**

Gain insights and the latest updates into the industry’s Code of Practice for proper labeling of wipes.

**Michael Paschka, PE, Environmental Stewardship, Global Product Stewardship, The Procter & Gamble Company**

A Technical Specification for Flushable Products is being developed within the International Standards Organization (ISO) under Working Group 10 within Technical Committee 224. Working Group 10 consists of Subject Matter Experts from multiple stakeholder groups from multiple countries, including representatives from industry, wastewater, testing, and government, and they are currently drafting the Technical Specification.


“**EVEN THOUGH THE CONFERENCE IS TARGETED AT WIPES, IT STILL HAS A LOT OF DIVERSITY BECAUSE OF THE DIFFERENT SEGMENTS — CONSUMER, MEDICAL, HOUSEHOLD, FOOD SERVICE, ETC. I WAS ABLE TO SEE SOME GREAT INNOVATIONS IN AN AREA THAT COULD BE APPLICABLE FOR MY COMPANY’S TARGET MARKETS.**”

– John Poccia, Associate Director, Nonwovens, Absorbents, and Adhesives Johnson & Johnson Worldwide
WHERE ARE THEY NOW?
WORLD OF WIPES INNOVATION AWARD™ WINNERS

Karen Bitz-McIntyre, Editor, Nonwovens Industry Magazine
Find out how some of the World of Wipes Innovation Award™ winners, finalists, and products have changed since finding their success in the wipes industry.

THANK YOU!
The World of Wipes® International Conference gratefully appreciates the support of the following sponsors:

GOLD SPONSOR

SILVER SPONSORS

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MINLE. MEET. MAKE OPPORTUNITIES.

WELCOME RECEPTION
Kick off WOW 2015 on Tuesday night, June 16, from 6:30 to 8:30 p.m. with your industry colleagues at the Whiskey Blue lounge. Get to know everyone who knows wipes while enjoying magnificent views of Buckhead, delectable light bites, and adult beverages. Take in the view from two outdoor terraces overseeing Buckhead and Lenox Square from one side and Midtown on the other, and enjoy the outdoor patios, cabanas, and music that make it easy to get to know your wipes colleagues.

Thank you to Kimberly-Clark Professional Partnership Products, for sponsoring the reception along with INDA.

COFFEE BREAKS
Connect with your customers, associates, and new business prospects during several morning and afternoon coffee breaks for maximum face-to-face engagement.

TABLETOP DISPLAYS AND RECEPTIONS
Enjoy visiting the wipes industry’s most compelling tabletop displays on Wednesday and Thursday evenings (June 17-18), 5 – 7 p.m., with a reception and sumptuous buffet of hors d’oeuvres and carving stations.

Tabletop displays can be reserved on a first-come, first-served basis. To reserve a display and connect with hundreds of attendees, please contact Misty Ayers, mayers@inda.org, +1 919 459 3712.

INNOVATION AWARD
Hear presentations from finalists for the most creative, unique, and technically sophisticated product advancements within the entire wipes value chain during the World of Wipes Innovation Award™.

The annual award recognizes innovation in the wipes value chain that advances the use of nonwovens. See what inspires the industry. Conference attendees will vote on the winner from among the finalists.

To register, call: 919 459 3700 x 3726
DINE WITH INDUSTRY THOUGHT LEADERS

Join the top wipes industry influencer of your choice for a thought-provoking dinner conversation.

Choose among several wipes business leaders to be your dinner table host. Soak up stimulating business insights from your Thought Leader host during a relaxed dinner. Learn what these decision makers are currently watching, buying, or innovating.

Reserve your seat at a table for six.

Pre-registration is required.

THURSDAY EVENING | JUNE 18 | 7:30 PM

For full details on the Thought Leaders, visit: www.inda.org/events/wow15

Abby Bailey, Marketing and Communications Director, EDANA
Based in Brussels, Ms. Bailey is responsible for developing, organizing, and managing nonwoven product communications activities in personal and household hygiene, medical protection, filtration, automotive, and construction. She manages communications programs and organizes the promotion of key events to industry and product application sectors in nonwovens, absorbent hygiene, and related products.

Tom Flicker, Principal Product Engineer PD&D for up & up®, Target Corporation
Mr. Flicker oversees the technical and design teams responsible for 2,000+ owned brand products. He has a passion for sustainability and contributed to the creation of Target’s Sustainable Product Standard (scorecard). Prior to Target, he has held several material and product development roles at Kimberly-Clark.

J. Hudson Garrett Jr., PhD, MSN, MPH, FNP, CSRN, PLNC, VA-BC, Vice President, Clinical Affairs, PDI, Sani-Professional, and Nice-Pak
Dr. Garrett leads the global clinical affairs program and the Medical Science Liaison program for PDI. He received a Presidential Citation from the Society of Critical Care Medicine in 2011 in recognition for his advancement of critical care nursing and infection prevention. He is board certified in family practice, critical care, vascular access, moderate sedation, and long term care.

Paul Marold, Chief Operating Officer, Sontara®, a Jacob Holm Company
Mr. Marold leads the global commercial and operational activities for Sontara®, one of the largest spunlace nonwoven fabrics manufacturing companies in the world and a member of the Jacob Holm Group. He has over 30 years of leadership expertise in specialty chemicals and materials specializing in the nonwovens and filtration sectors, and regulated segments, such as medical devices and food packaging. Prior to his current position, Mr. Marold held leadership roles at CLARCOR, AAF International, and Ahlstrom. He is active with INDA having served on the Board of Directors, Executive Committee, and is a past Board Chairman.
Nick Santoleri, Vice President of Operations, Rockline Industries, Inc.

Mr. Santoleri leads the global manufacturing of folded wet wipes, nonwovens sourcing, and engineering for Rockline Industries and is a member of their Executive Leadership Team. Rockline Industries is a Wisconsin-based, family-owned company that is one of the world’s largest private-label manufacturers of wet wipes and coffee filters, employing over 2,200 people worldwide. Mr. Santoleri has held numerous leadership roles with Rockline Industries over the past 15 years. Prior to Rockline, he held operations and management positions with Kimberly-Clark Corporation.

Kai Poehler, Senior Manager Applications Specialty Paper, Voith Paper GmbH & Co. KG

Thomas Weigert, Application Technologist, Trützschler Nonwovens GmbH Egelsbach

Together with Voith Paper, Trützschler recently developed technology that meets flushability requirements developed by INDA and EDANA.

Gain twice the benefits with co-hosts.

Mr. Poehler leads the strategic business development of wetlaid spunlacing with one of the largest family-owned companies in Europe. Based in Germany, his wide range of responsibilities with Voith include project and service management, new engineering applications and contributing to the successes of a global company with locations in more than 50 countries, over 39,000 employees and sales that exceed €5.3 billion. Tap into Mr. Poehler’s expert industrial and process knowledge of papermaking, tissue development, specialty paper applications, and business development for wetlaid spunlace.

Mr. Weigert’s engineering expertise spans numerous positions in research and development, finite elements, design, and new technologies. Trützschler Nonwovens offers global cutting edge technologies that include needling, hydroentanglement, chemical, and thermal bonding methods to producers of nonwovens and technical textiles.

WORLD OF WIPES INNOVATION AWARD™

Join us as we announce the winner of the prestigious World of Wipes Innovation Award™. Attendees select the winner from the finalists that most expands the usage of nonwovens and demonstrates advancements in one or more categories including creativity, novelty of approach, uniqueness, and technical sophistication.

WOW REWARDS

Stay and win! Remain a few extra minutes after the close of WOW 2015 to see if you might have won a GoPro HERO4 Silver, a high-definition personal camera with built-in touch display for fast-action video photography. Compact, lightweight, rugged, waterproof, wearable, mountable on vehicles or bicycles—it could be yours.

This program is subject to change. The opinions expressed at WOW 2015 are those of the speakers and not necessarily that of INDA or its Board of Directors.

ABOUT INDA

INDA, the Association of the Nonwoven Fabrics Industry serves hundreds of member companies in the nonwovens/engineered fabrics industry in global commerce. Since 1968, INDA events have helped members connect, learn, innovate, and develop their businesses. INDA educational courses, market data, test methods, consultancy, and issue advocacy help members succeed by providing them the information they need to better plan and execute their business strategies. For more information, visit www.inda.org, or download the INDA mobile app for immediate updates.

To register, call: 919 459 3700 x 3726
New this year, INDA’s WIPES Academy will be offered prior to the conference starting June 15-16. Led by Rob Johnson, PE, Principal, Smith, Johnson & Associates, the Academy is the first and only comprehensive wipes training for the entire wipes supply chain.

The course is essential for technical and management professionals interested to learn the research, development, and manufacturing of wipes.

Plus, WIPES Academy registrants receive a $250 discount off the WOW full conference registration fee.

Pre-registration is required.

**Instructor:** Rob Johnson  
PE, Principal, Smith, Johnson & Associates

Rob Johnson, wipes industry expert, has more than 35 years’ experience in nonwovens and related products and holds BS and MS degrees in mechanical engineering.

**PLEASE NOTE:** Applicants are recommended to have completed the INDA Elementary Nonwovens Training Course or have two to four years’ experience in nonwovens. Seating is limited.

“OUR PARTICIPATION AT WOW IS A PERFECT FIT FOR OUR COMPANY AS WE ARE ABLE TO ENGAGE WITH THE LEADERS AND DECISION MAKERS FOR THE U.S. WIPES MARKET IN A VERY POSITIVE, PROFESSIONAL ENVIRONMENT. INDA WORKS HARD TO ENSURE THAT THE PRESENTATIONS ARE INFORMATIVE AND RELEVANT TO CURRENT EVENTS IN THE WIPES MARKET. ANDRITZ WAS VERY PLEASED. WE REGARD THE WOW CONFERENCE AS A “MUST ATTEND” EVENT.”

– Mark Janulis, PE, PMP, Nonwoven & Biax Film Division, Sales Director NAFTA, Nonwoven, Andritz Küsters Div. of Andritz Inc.
WOW COMMITTEE MEMBERS

The exceptionally strong conference program is an example of the commitment and leadership of INDA’s WOW 2015 Conference Committee. INDA would like to thank those individuals who volunteered their support.

Karen Castle, Suominen—Chairperson
Ricardo Abud, Paper Converting Machine Company (PCMC)
James Beaty, Suominen
Robert Boyer, Kleen Test Products
Jim Brown, Elsner Engineering Works, Inc.
Brett Buratti, Little Rapids Corporation
Ginny Casstevens, Barnhardt Manufacturing Co.
Octavius Davies, IMERYS Carbonates
Kyra Dorsey, Suominen
Dawn Huston, Polymer Group Incorporated (PGI)
Mark Janulis, Andritz Küsters Inc.
Rob Johnson, Smith, Johnson & Associates
Hans Neisser, Branson Ultrasonics Corp.
Jan O’Regan, Cotton Incorporated
John Poccia, Johnson & Johnson Worldwide
Nick Santoleri, Rockline Industries, Inc.
Michael Sherman, PDI, Inc.
Jeff Slosman, National Wiper Alliance, Inc.
Mark Steinbrecher, Optima Machinery Corp.
Bradley Van Pay, Georgia-Pacific Nonwovens Group
Paul Vasquez, H.B. Fuller
Tracy Wilkins, Lonza, Inc.
Jeff Willis, Nonwovens by Design
C.K. Wong, U.S. Pacific Nonwovens Industry Ltd.

Download the INDA mobile app to get the latest details about WOW 2015, including news items, speakers, exhibitors, and networking functions. iOS bit.ly/iOSMobileAppINDA or Android bit.ly/AndroidMobileAppINDA

Please download the Crowd Mics app prior to arrival at WOW 2015: iOS bit.ly/6IXa or Android bit.ly/1HHEXtp. Audience interaction with speakers for WOW 2015 is powered by Crowd Mics. You can confidentially text your question to the moderator of the conference session using the Crowd Mics app after the presentations. Your smartphone also becomes a microphone with the Crowd Mics app to ask questions.

HOTEL INFORMATION

Reservations
Reservations are required through INDA.
Contact Andreana Leach at aleach@inda.org or +1 919 459 3724.

To make a reservation, please provide Andreana with a reservation form providing arrival date, departure date, king or double/double, and credit card number and expiration date.

Rate
$179.00 per night plus taxes (single or double). Rate is non-commissionable and room reservations may be made at this rate as long as rooms are available in the group block.

We have a limited amount of rooms and reservation requests are processed in the order in which they are received, so we encourage you to please submit your request as soon as possible.

Hotel InterContinental Buckhead
3315 Peachtree Road
Atlanta, Georgia 30326 USA

PLEASE NOTE: Submitting your hotel reservation by the deadline does not guarantee that a room will be available in the group block at the group rate.

Room block hotel reservation deadline date: May 20, 2015

Hotel reservation form www.inda.org/events/wow15
REGISTRATION FORM

Tuesday - Friday | June 16-19, 2015 | Hotel InterContinental Buckhead | Atlanta, Georgia USA

To register for WOW 2015, please complete the form below. Copy this form for additional registrations, or register online at inda.org. By registering early, you qualify for significant savings from the regular registration fee.

Last Name/Surname ___________________________ First Name ___________________________

Job Title ___________________________ Organization ___________________________

Address ___________________________ Website ___________________________

City ___________________________ State ___________________________ Zip ___________________________ Country ___________________________

Telephone ___________________________ Mobile ___________________________ Email ___________________________

INDA will publish your email address on the official event attendee list. If you do not wish to have your email address published, please check the box.

Please make selections in each section for us to process your registration.

Your Organization's Primary Affiliation with the Nonwovens Industry (check all that apply):

- Nonwoven Producer/Supplier
- Converter/Fabricator/End Product Manufacturer
- Brand Owner/Brand Marketer
- Machinery/Equipment Manufacturer/Supplier
- Supplier of Adhesives, Binders & Chemicals
- Supplier of Resins, Fibers & Pulps
- Supplier of Other Materials (Films, Tapes, Netting)
- Supplier of Services (Transportation, Logistics, Software)
- Third Party Testing, R&D, Pilot Lines
- Consulting
- Account Manager/Sales Management
- Consultant
- Marketing/Product Management
- Engineering/Applications/Process
- Financial Accounting/Controller/Business Analyst
- Office Manager/Administrative Assistant
- Human Resources
- Association
- Academic Institution
- Government
- Press/Publishing
- Other

Primary Title or Job Function (check only one):

- Principal/CEO/President/Senior Leadership
- New Business/Product Development/Tech. Scout
- Director/Division Management
- Manufacturing/Production/Operations Management
- Quality Control/Assurance Engineering
- Research & Development
- Purchasing
- Account Manager/Sales Management
- Consultant
- Marketing/Product Management
- Engineering/Applications/Process
- Financial Accounting/Controller/Business Analyst
- Office Manager/Administrative Assistant
- Human Resources
- Information Systems
- Press/Editorial
- Press/Other than Editorial
- Government
- Academic - Faculty
- Academic - Student

Registration Fees* By May 15, 2015 After May 15, 2015

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<tr>
<td>WIPES Academy Training Course (June 15-16, 2015)</td>
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- Welcome Reception, Tuesday, June 16 (RSVP needed, no additional cost) | $0 | $0 |
- Dine with Industry Thought Leaders (Thursday, June 18, 2015) | $75 | $75 |

* Discount Pricing:
- First-time attendees or attendees returning after 2011 receive special discount pricing
- Company large group discounts with five or more
- WIPES Academy registrants receive a $250 discount off WOW full conference Member/Non-Member registration fees

Payment (full payment must accompany this registration)

- MasterCard
- VISA
- AMEX
- Check/Money Order (in U.S. funds and drawn on U.S. bank, payable to INDIA)

Total Enclosed $ ___________________________ Card # ___________________________ Card Expires ______/______ CVV Code ______________

Billing Zip Code ___________________________ Phone or Email ___________________________ Signature ___________________________

- Wire Transfer (for instructions, please contact Tracie Leatham, tleatham@inda.org, or call +1 919 459 3700 x3726)
For all wire transfers, please reference WOW 2015 and attach confirmation.
- Please check here if you have a disability that requires special assistance or accommodation to fully participate.

NOTE: Please attach a written description of your needs. INDIA must receive all special assistance requests by May 15, 2015 to make accommodations.

Hotel Reservations To make your hotel reservation, visit inda.org/events/wow15. Hotel deadline: May 15, 2015.

INDA is offering discounted rates as long as rooms are available. Contact Andrea Leach, aleach@inda.org for questions.

NOTE: Cancellations must be in writing and received by INDIA before May 15, 2015. No refunds for cancellations received after May 15, 2015.
The World of Wipes® International Conference attracts the largest number of wipes industry professionals from the entire wipes value chain.

NEW! WIPES Academy, June 15-16 – the only comprehensive wipes training appropriate to the entire wipes supply chain will co-locate with the World of Wipes®.