

Ahlstrom Filter Media Receives 2009 Visionary Award

Unique nonwoven product selected from five finalists in competition at successful 2009 VISION Consumer Products Conference in New Orleans in late January

NEW ORLEANS, L.A. — February 2, 2009 — The unique Disruptor nonwoven water filter media from Ahlstrom was named the recipient of the coveted 2009 Visionary Award presented recently at the VISION 2009 Consumer Products Conference in New Orleans.

Disruptor was selected over four other finalists by the attendees at the eighth annual VISION Conference, which returned to its original location in New Orleans after three years “on the road” following Hurricane Katrina. Held from January 26-29 at the Sheraton New Orleans Canal Street, the VISION Conference was organized by INDA, Association of the Nonwoven Fabrics Industry, and it annually brings together hundreds of executives from nonwovens and consumer products companies around the world for three days of education and networking.

Now in its eighth year, the Visionary Award is presented annually to a new consumer product that utilizes nonwoven fabrics in its final form. The five finalists made presentations during VISION 2009 and conference attendees voted for the recipient of the 2009 Visionary Award.

“The depth and breadth of the five Visionary Award finalists at VISION 2009 illustrate just how important the marriage of nonwovens and consumer products has become,” says INDA President Rory Holmes. “These were five outstanding products representing all aspects of consumer products – from filtration to pet and personal care – and they were all winners by being selected as finalists in the 2009 competition. The Disruptor filtration demonstration was quite compelling and showed just how effective the technology is for removing particles as well as color contaminants from drinking water.”

The 2009 Visionary Award recipient — the Ahlstrom Disruptor nanoalumina fiber, nonwoven water filter media — is a nonwoven, wet laid filter media based on nanoalumina fiber technology. Ahlstrom supplies the fabric to a number of consumer products companies making water purification products ranging from tap filters, shower filters and pre-filters to home reverse osmosis (RO) filters, water pitchers, water coolers and spa filters.

The other four finalists were:

* The Germy Wormy Sanitary Sleeve from Back Enterprises, 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.

* Kimberly-Clark’s new GoodNites Sleep Boxer for Boys and Sleep Shorts for Girls that 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.

*** Nooby's Booties Disposable Dog Booties from Rotano International are made from spunbond polypropylene and polyethylene and are marketed to fill a gap in the market as a disposable dog bootie.**

* The Once Single-Use Panty from Tredegar Film Products feature a breathable, soft, stretchy and stylish fit that feels like any other panty, but with one difference — it is worn once and then discarded. It is made from a breathable and stretchy nonwoven with comfortable leg and waistbands and a cotton gusset.

Previous recipients of the Visionary Award include Kimberly-Clark's Spa Sensials personal care treatment (2008), 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).

In addition to the Visionary Award, VISION featured three days of topical presentations on issues important to the consumer products and nonwovens businesses, ranging from sustainability/green issues to consumer purchasing habits to the role Wal-mart plays in every aspect of the business.

The 2010 VISION Consumer Products will return to New Orleans from January 19-22, 2010. For more information: www.inda.org.