

# **World of Wipes 2009**

**(WOW)**

**Atlanta, Georgia, USA**  
**22 – 24 June 2009**

**ISBN: 978-1-61782-342-8**

**Printed from e-media with permission by:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571



**Some format issues inherent in the e-media version may also appear in this print version.**

Copyright© (2009) by INDA Association of the Nonwoven Fabrics Industry  
All rights reserved.

Printed by Curran Associates, Inc. (2011)

For permission requests, please contact INDA Association of the Nonwoven Fabrics Industry  
at the address below.

INDA Association of the Nonwoven Fabrics Industry  
1100 Crescent Green, Suite 115  
Cary, NC 27518

Phone: (919) 233-1210

Fax: (919) 233-1282

[info@inda.org](mailto:info@inda.org)

**Additional copies of this publication are available from:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571 USA  
Phone: 845-758-0400  
Fax: 845-758-2634  
Email: [curran@proceedings.com](mailto:curran@proceedings.com)  
Web: [www.proceedings.com](http://www.proceedings.com)

# TABLE OF CONTENTS

## TUTORIAL: MANUFACTURING PROCESS FOR WIPES A TO Z

<b>Nonwovens: Welcome to the World of Nonwovens</b> .....	1
<i>Rory Holmes</i>	
<b>Wipes - Past, Present and Future</b> .....	105
<i>Larry Wadsworth</i>	

## MARKETS & INNOVATION

<b>Rapid Evolution of the Disinfecting Wipe - A Case Study</b> .....	201
<i>Nikhil Dani</i>	
<b>Worldwide Wipe Potential</b> .....	235
<i>Rory Holmes</i>	
<b>FDA &amp; EPA Wipe Development Opportunities</b> .....	266
<i>Jon Alexander</i>	
<b>Product Innovations - Tap into Converting Expertise</b> .....	277
<i>Susan Stansbury</i>	

## TOOLS AND FLUSHABILITY

<b>Thickness of the Liquid Film left Behind a Moving Wet Wipe</b> .....	291
<i>G. Callegari</i>	
<b>Low Cost, High Value Wipes - A New Business Model</b> .....	304
<i>C.K. Wong</i>	
<b>A New Mix of Technologies for Wipes Based On Unique Meltblown Properties</b> .....	320
<i>Doug Brown</i>	
<b>Flushability From a Company's Perspective</b> .....	339
<i>Nick Santoleri</i>	
<b>The Market for Flushable Wipes Today</b> .....	417
<i>Phillip Mango</i>	
<b>INDA/EDANA Flushability Guidelines - Year One, What's Happened</b> .....	474
<i>Rory Holmes</i>	

## PROCESS BRIEFS

<b>Wipes Enhancement</b> .....	488
<i>Ralph Moody</i>	
<b>Hybrid Nonwoven Technology for New Wipe Substrates</b> .....	522
<i>Rick Jezzi</i>	
<b>Kill, Clean or Green: Prospects for Wipes in Patents</b> .....	551
<i>Keith Osteen</i>	
<b>Eco Certification</b> .....	583
<i>Nick Hrinko</i>	

## MATERIAL BRIEFS

<b>Fluff Pulp for Nonwoven Wipes: Many Tiny Fibers</b> .....	612
<i>John Baker</i>	
<b>Quo Vadis: Where Do We Go from Here?</b> .....	651
<i>Jeff Dugan</i>	
<b>Cotton: News for Consumers, Science, Economics and Government</b> .....	679
<i>Jan O'Regan</i>	

<b>Lenzing Group - World Leaders in Cellulose Fiber Technoloty</b> .....	729
<i>Steve Jones</i>	
<b>Green Chemical Solutions and Softening Applications</b> .....	743
<i>Same Naggier</i>	
<b>TencelWeb™ A Weyerhaeuser &amp; Lenzing Technology</b> .....	767
<i>Robert Smith</i>	
<b>Author Index</b>	