

**Berlin Aarhus Mainz Ottawa/Gatineau**

Following the extremely successful 25th Annual INSIGHT International Conference, the next outstanding International NTC will be held in

**Sorrento, Italy**  
**March 9-11**

**At the Hilton Sorrento Palace**

Great location, great hotel, great speakers, great conference program, great hospitality, great business environment, great delegate quality... these are the ingredients that make the Nonwovens Technology Conferences... well... great!

In March 2004, the nonwovens industry will again assemble for the NTC to continue the tradition of a three-day event, this time in magnificent Sorrento, Italy.

Marketing Technology Service is pleased to announce the next conference in its NTC series, first offered in 1998. Sorrento is an appealing, easy-to-get-to location with much to offer as a conference venue. Regarded as one of the nicest hotels in Italy, the Hilton Sorrento has wonderful conference facilities and an unparalleled view, located on the hillside overlooking the Gulf of Naples, with Mount Vesuvius as the backdrop.

**NTC 2004**

**MTS Nonwovens Technology Conference**



**PLAN TO ATTEND IN SORRENTO... IT WILL BE GREAT!**

The Nonwovens Technology Conference combines an intensive Executive Short Course on absorbent product designs, with a complete technical conference of presentations by industry speakers. NTC 2004 offers an opportunity for new people to learn the business and technology and meet the experienced senior leadership.

Sponsored by

**Marketing Technology Service, Inc.**

Sponsor of the

**insight**  
International Conferences

Publisher of

**NONWOVENS WORLD**  
Magazine and Annual Directory

**SCHEDULE OF EVENTS:**

**Monday, March 8**

5:30 - 6:30 p.m. • Registration  
Informal Welcome Reception

**Tuesday, March 9**

8:30 a.m. - 12:00 noon • Executive Short Course on  
Absorbent Products Design - Session I  
2:00 - 5:30 p.m. • Conference - Session I  
• Evening Reception

**Wednesday, March 10**

8:30 - 9:50 a.m. • Executive Short Course on  
Absorbent Products Design - Session II  
10:00 a.m. - 1:00 p.m. • Conference - Session II  
2:30 - 6:00 p.m. • Conference - Session III  
• Evening Reception

**Thursday, March 11**

9:00 a.m. - 12:30 p.m. • Conference - Session IV

**For more information, call MTS**



**As always, everyone present in Sorrento for NTC 2004 needs to be a registered delegate.**

MTS • 4100 South 7th Street • Kalamazoo, MI 49009, USA • Tel: 269-375-1236 • Fax: 269-375-6710  
Keep up with the latest updates on-line at: [www.marketingtechnologyservice.com/conferences/sorrento](http://www.marketingtechnologyservice.com/conferences/sorrento)

**TUESDAY, MARCH 9**

Registration opens at 8:00 a.m.

**SHORT COURSE - SESSION I**

8:30 a.m.- 12:00 noon

**Welcoming Remarks**-James P. Hanson, MTS

- Technology Changes & Evolution of Product Manufacture
- Technology Trends Affecting the Absorbent Products Industry in Total
- Adult Incontinence: Prevalence, Segmentation, Flow Rates & Amounts
- Skin Care Management and Issues for Disposables
- Thin Diaper Approaches & Implications
- Density Gradient & 3D Structures
- Superabsorbent & Fluff Pulp: Performance & Interactions
- Liquid Acquisition, Fluid Movement & Implications for Designers
- Feminine Hygiene Designs & Issues for Performance
- Evaluating Product & Materials Performance
- Tissue, Towel and Wiper Techniques

LUNCH • 12:00 noon-2:00 p.m.

**CONFERENCE - SESSION I**

2:00 p.m.- 5:30 p.m.

**“The Wingformer,” a Breakthrough Technology for Airlaid Formation**  
Alessandro Celli, Nonwovens Director  
*A.Celli Nonwovens S.p.A*

**Bicomponent Spunbond and Meltblown Die Technology 2004**

Mark Snider, Technical Marketing Manager  
*Nordson Nonwovens and Fibers Systems Groups*

**High Value Products Developed on M&J Fibretech's Modular, Small Scale Airlaid Lines**

Henning Skov Jensen, Managing Director  
*M&J Fibretech A/S*

**Airlaid Industry: The Fork In The Road**  
Rolf Hovelmann, General Manager  
*Concert*

COCKTAIL PARTY

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**WEDNESDAY, MARCH 10**

**SHORT COURSE - SESSION II**

8:30 a.m.-9:50 a.m.

- Fluff Pulp: Types, Defibration Parameters & Implications for Product Performance
- Airlaid-Woodpulp Fabrics: Grades & Trends
- Forming & Bonding Technology for Airlaid Webs
- Superabsorbent Fibers & Alternative Pulpless Core Designs
- Ultra Thin Products, Ultra High % SA & Alternative Materials
- Future Trends in Airlaid Forming for Hygienics

**CONFERENCE - SESSION II**

10:00 a.m.-1:00 p.m.

**Hydroentangled Airlaid Composites - Possibilities and Economics**

Thomas Fechter, Assistant Managing Director  
*Fleissner GmbH & Co. Maschinenfabrik*

**Market Demands Leading to a Better Design of Wet Wipes Machinery**

Alessandro D'Andrea, Marketing Manager  
*Fameccanica Data S.p.A*

**The Airlaid Alliance - A New Source of Airlaid Equipment and Technology**

Alexander Maksimow, President and CEO and Kilian Saueressig, Dipl. Ing.  
*Airlaid - Alliance*

LUNCH • 1:00 p.m.-2:30 p.m.

**CONFERENCE - SESSION III**

2:30 p.m.- 6:00 p.m.

**Ason and Airlaid - Triple A Technology with a Plethora of Possibilities**

Anders Moller, Senior Vice President  
*Ason Neumag*

**Thin Airlaid Cores - Smooth Water or Mind Field?**

John Tharpe, President  
*R & L Engineering Inc.*

**Two Different Manufacturing Processes of Airlaid Nonwovens at Oji Kinocloth**

S. Toyoshima, General Research Manager  
*Oji Kinocloth Co., Ltd.*

**Will The New Technologies Affect The Wiping Market? A Jump In The Future**  
Domenico Milesi, Managing Director  
*MAIN S.p.A.*

COCKTAIL PARTY

**THURSDAY, MARCH 11**

**CONFERENCE - SESSION IV**

9:00 a.m.-12:30 p.m.

**Evolution of Microporous Film Technology**

Rick Jezzi, Vice President,  
*Global Technology*  
*Clipay Plastic Products Company*

**Flushability: Another Good Idea Goes Down the Pan**

Calvin Woodings, Director  
*CWC Ltd.*

**Rising Fiber Costs May Flush Tissue Profits Down the Toilet**

Andrew Battista, Senior Economist  
*RISI / Paperloop*

**Pre-formed Diaper Core: Where Art Thou?**

Rich Chapas, Consultant  
*Chapas and Associates*

**Closing Remarks-**

James P. Hanson, MTS

**Dress code:  
Casual and  
comfortable**

*This Program is  
Subject to Change*

**Rising Fiber Costs May Flush Tissue Profits Down the Toilet**

Andrew J. Battista, RISI / Paperloop

In the last couple of years, tissue paper manufacturers around the world faced very competitive markets, particularly in North America and Western Europe. Some of the tissue giants look to establish production in developing economies to take advantage of their high rates of growth, but this is not a simple matter of exporting technological and marketing savvy. Tissue and toweling are consumer products and, therefore, behave by a somewhat different set of rules than commodity grades of paper. Nevertheless, production costs and operating rates (supply versus demand) drive prices and profitability, just as with any other manufactured good. This presentation will draw upon the historical record and present a near-term forecast for tissue paper markets around the world.

**New Process Technology for Nonwovens**

Alessandro Celli, A.Celli Nonwovens S.p.A.

Wasn't it time to see a brand new technology to form airlaid webs?  
Wasn't it time to have an experienced, innovative and reliable supplier for this new technology?

Wasn't it time to have a more productive, more flexible, more reliable and more cost effective system to form airlaid?

Well, this time has arrived. We are proud to introduce to you "The Wingformer."

**Pre-formed Diaper Core: Where Art Thou?**

Richard B. Chapas, Chapas and Associates

After initial optimism based on the development of new forming technologies and low-cost materials options, pre-formed diaper cores have not become widely used. In feminine hygiene, pre-formed cores, on the other hand, are the standard. An analysis of existing core technology is done to identify strengths and weaknesses. The requirements for a success are discussed as well as evolving material and process technologies which can deliver the needed improvements. Opportunities are then identified for finally reaching the goal: Every baby with a pre-formed core on his or her bottom!

**Market Demands Leading to a Better Design of Wet Wipes Machinery**

Alessandro D'Andrea, Fameccanica.Data S.p.A.

This paper contains some suggestions to reduce costs related to the handling of a wide variety of product versions, to obtain high-efficiency machinery, and to improve end-customer perceived value of your products

**Hydroentangled Airlaid Composites—Possibilities and Economics**

Thomas Fechter, Fleissner GmbH

The combination of airlaid and spunlace technologies opens up new perspectives for product and line performance. Conventional carded webs made of PET, PP or viscose fibers are bonded with aerodynamically laid cellulose fibers by means of hydroentanglement to form multi-layer nonwovens. High processing speeds of up to 300 m/min and lower raw material costs allow economical production. The combination with spunbonds is the next step towards new products with unique properties.

**High Value Products Developed on M&J Fibretech's Modular, Small Scale Airlaid Lines**

Henning Skov Jensen, M&amp;J Fibretech A/S

Production costs on all small and narrow airlaid lines are high compared to costs on 2700 mm+ wide lines. To become feasible the products produced must therefore be truly high value products, often containing expensive raw materials with complex product designs combining several raw materials. Typical product categories are medical products, specialty filters and unique industrial products with relatively small market volume demand. This paper will discuss product design, process design and production economics.

**Evolution of Microporous Film Technology**

Rick Jezzi, Clopay Plastic Products Company

This paper discusses the evolution of microporous films—from the onset when first introduced in the public domain in very crude forms—to the cost and

performance status that they are in today. It discusses the various technologies that have been developed to create micropores in film polymer matrices, with some comparison of the positives and negatives associated with each of the major relevant processes. It later focuses on the various stretching techniques that have been commercially available and discusses the merits of each. The paper touches base with some of the key applications for such membranes, which include protective apparel, baby diaper backsheet and housewrap laminates.

**The Airlaid Alliance—A New Source of Airlaid Equipment and Technology**

Alexander Maksimow and Kilian Saueressig, Airlaid - Alliance

The German companies, McAirlaid's Vliesstoffe and Saueressig, have established Airlaid - Alliance, a new company with the target to license and build airlaid lines based on McAirlaid's proprietary bonding technology employed commercially at McAirlaid's since 1998. This paper describes commercial experiences to date, the patented technology, licensing and some thoughts on the future of airlaid markets.

**Will The New Technologies Affect The Wiping Market? A Jump In The Future**

Domenico Milesi, MAIN S.p.A.

Usage of materials made with the airlaid and/or spunlace technologies for "wiping" in the broadest meaning, is becoming more and more widespread because the latest developments in the machine technology can match the demand for more and more specialized wiping applications. Specifically the multilayer approach of MAIN, already applied to many webs in the hygienic field, ideally suits the development in of new wiping materials in a single operation.

The combination of MAIN with the newly-formed ORMA (spunlace plus airlaid, specifically designed for a multilayer approach and next door to MAIN), will make this new technology district an unusual source of unique new products.

**Ason and Airlaid—Triple-A Technology with a Plethora of Possibilities**

Anders Moller, Ason Neumag Corporation

The Ason process is well known to be capable of producing a wide range of fiber sizes and for its ability to produce very small fibers economically. Because of its flexibility, incorporating the technology directly into airlaid forming machinery gives many promising ways to make a lower cost bonding system for the airlaid webs, while offering barrier and fluid distribution properties to the composite fabrics. This paper describes some results of early work on this promising new combination of technologies and suggests some possibilities for totally new nonwoven structures with superior properties and economics.

**Bicomponent Spunbond and Meltblown Die Technology 2004**

Mark R. Snider, Nordson Corporation

There are various spinbonding technologies available on the market today. The basic principles for each technology is the same; however, small changes can reap big benefits. This paper details some minor practical and simple improvements, which represent significant gains in function, operation and nonwoven performance results. Uniformity, safety and overall performance benefits are also proven by "keeping it simple."

**Thin Airlaid Cores—Smooth Water or Mind Field?**

John M. Tharpe, R &amp; L Engineering Inc.

The practical utilization of airlaid cores is a complex subject. Many attempts have been made to develop a viable airlaid core. This presentation will look at some of the problems and offer some direction for future success.

**Flushability: Another Good Idea Goes Down the Pan**

Calvin Woodings, CWC Ltd.

This paper deals with the development of flushable nonwoven products, commencing at a time when flushability was taken for granted and no self-respecting mother would dream of putting a used disposable diaper in the dustbin. Mechanisms of nonwoven breakdown in sewage systems are discussed, and the issues associated with dry and pre-moistened product flushability are considered. Current technology claiming to result in dispersible or soluble products is also reviewed.