

## **PRESS RELEASE**

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**For immediate release**



### **INDEX11 AWARD CATEGORIES ANNOUNCED**

**Awards Recognise Innovation & Sustainability in the Nonwovens and Related Industries**

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**Brussels 14 October, 2010** – With 6 months until the beginning of the INDEX11 global nonwovens exhibition, EDANA, the association representing the nonwovens and related industries has announced the categories for the prestigious INDEX11 awards for innovative achievements in nonwovens. The awards are open to any EDANA member company or exhibitor at INDEX11.

From November 2<sup>nd</sup>, 2010, companies can download an application form from [www.edana.org](http://www.edana.org), which must then be completed and returned with samples and supporting details (as applicable) to EDANA before the 15<sup>th</sup> January, 2011.

While companies may only submit one product per category, they may enter into as many categories as they wish. Products must be commercially available at the time of submission, and must not have been commercially launched before April 2008. All applications will be treated with full confidentiality.

The award categories for 2011 include:

- Nonwoven roll goods
- Finished products made from, or incorporating nonwovens
- Marketing achievement for the most original marketing campaign for a product made from, or incorporating nonwovens
- Raw materials or component - innovation in a raw material or component (eg polymer, fibre, binder, film, tape), (other than nonwoven) of special relevance to the nonwovens industry and related converted products industry
- Machinery - innovation in machinery of special relevance to the nonwovens industry
- Sustainable product
- Sustainable process or management practice

In addition to the established categories focussing on specific points along the nonwovens supply chain, two new categories for 2011 highlight the evolving nature of companies to manage and integrate their sustainability actions into their business.

The panel of judges will be drawn from the technical, converting, marketing, and policy making sectors, and from the nonwovens press. Entries will be assessed on creative ideas, new technology and innovative products. Judges will first assess the relevance of entries from each category, then select a maximum of three qualifying entries per category.

All qualifying entries will be recognised in a special press release three weeks before the INDEX11 exhibition. The winners chosen from among the qualifying entries will be presented with their Awards at a special Awards ceremony on 15 April 2011, the first day of the INDEX11 exhibition at a special launch event.

Each winner will receive a specially commissioned bronze sculpture and a diploma. The sculpture symbolises the versatility and features of nonwovens made by Olivier Strebelle, the renowned Belgian sculptor whose works are displayed in major cities across Europe, the United States and Asia.



#### **About EDANA**

EDANA serves the nonwovens and related industries, and has more than 220 member companies in over 30 countries. Its Mission is to create the foundation for sustainable growth of the nonwovens, absorbent hygiene products and related industries through active promotion, education and dialogue. Information about upcoming events can be found at [www.edana.org](http://www.edana.org).

#### **About INDEX**

INDEX11 is the world's leading nonwovens exhibition, taking place in Geneva from 12<sup>th</sup> - 15<sup>th</sup> April 2011, and is the global meeting point for the nonwovens and supporting industries. Key players from around the world, from all levels of the industry and across all applications sectors will gather together for the chance to present innovative solutions with nonwovens, seek new business opportunities, and expand their business networks. Additional information and registration information can be found at [www.index11.org](http://www.index11.org).

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