


PRESS RELEASE

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WINNERS OF THE INDEX 11 AWARDS ANNOUNCED Industry Leaders in Sustainability and Innovation Honored at Opening Day Of Exhibition

EDANA's INDEX 11 Awards are the highest accolade for the best examples of excellence in the nonwovens and related industry, and highlight some of the innovations from businesses of all sizes, and from all parts of the nonwovens supply chain.

Seven Awards, covering categories from product and process innovations to marketing brilliance, were presented to the winning companies today, during a special ceremony marking the first day of the INDEX 11 exhibition.

The INDEX 11 awards jury, made up of retired industry entrepreneurs, marketing and sustainability experts, the media, and academics, selected the nominees announced in March, and choose from this group, the winners in each category.



Over the four days of the exhibition, representatives from all part of the nonwovens universe come together in the one location, consolidating access to the nonwovens and related industry - from raw material producers to manufacturers, finishers to converters, to environmental protection, measuring and testing equipment manufacturers, to trade associations and journals. With over 13,000 people expected at INDEX 11, each visitor will have access to the future of nonwovens, and to see first-hand what the leading companies in the field have to offer.

Companies receiving an INDEX11 Awards are:

1. Nonwoven roll goods

- Freudenberg Nonwovens for the Lutraflor®, an automotive carpet for cars, trucks and busses
“A genuine product innovation with sustainability benefits: reduced weight, recycled content and the potential for reuse of fibre components at the end of life thanks to a homogenous polymer content (no latex).”

2. Finished products made from, or incorporating nonwovens

- PGI Nonwovens for the SafeCover™ Insect Repellent Blanket
“Social benefits (protection of people in disease-infected areas during or after a crisis), real innovation (new delivery of insecticide) and a great choice of partners to effectively reach the targeted population make this product worthy of an award.”

3. Marketing achievement for the most original marketing campaign for a product made from, or incorporating nonwovens

- Colquímica for the “Creating Happy People” Campaign
“Creating Happy People is rewarded for its originality, creativity and the diversity of

deliverables and examples of nonwovens used in a way that is effective for the campaign's purpose. Not another boring marketing operation."

4. Raw materials or component - innovation in a raw material (eg fibre, binder), of special relevance to the nonwovens industry

- Dow Europe for the PRIMAL™ ECONEXT 210 binder
"The PRIMAL™ ECONEXT 210 Formaldehyde-free binder delivers a much appreciated solution for industry to address a previously challenging regulatory requirement."

5. Machinery - innovation in machinery of special relevance to the nonwovens industry

- GDM / AccuSentry for the Automated Inspection with Single-Diaper Culling Technology
"66% to 80% reduction in diaper waste: a remarkable potential savings to diaper manufacturers with significant environmental impact."

6. Sustainable product

The jury felt that entries for the Sustainability awards had very positive aspects and improvements but that no individual submission showed decisive, breakthrough progress towards sustainability understood in a comprehensive way. Several nominated products addressed one element of Sustainability, but none creatively covered all three major Sustainability pillars - environmental, economic and social.

The jury recognised that given that many companies have now put in place effective sustainable management practices, truly sustainable products will emerge in the medium term and the jury will look for these in the next edition of the awards, with the benefit of more explicit guidelines on substantiation, comparison with existing products and state of the art, economic, social and environmental criteria and LCA perspective.

However, the INDEX 11 Awards Jury recognised the current achievements and decided to give honourable mentions to the following companies:

- Ahlstrom Filtration for the Disruptor® PAC
- Norafin Industries for the Flax Fibre
- Procter & Gamble for the New Baby and Active Fit with Dry Max

7. Sustainable process or management practice

- PGI Nonwovens - PGI Sustainability Process
"The jury applauds PGI's sustainability reporting process for its ambition and continued effort over several years."
- 3M - Pollution Prevention Pays (3P) Program
"3M's 3P programme is exemplary for its delivery of concrete, everyday sustainability, and the fact that 3P is ingrained in the company's culture at all levels. "
- Tredegar - Flowertool™ method for measuring environmental impact
"Tredegar's Flowertool™ brings a significant contribution to the supply chain by making a tool available to many companies. This helps spread the understanding of sustainability and Life Cycle Assessment methodology."

Awards Ceremony

Winning companies were presented with their specially commissioned bronze sculpture and a diploma at the Awards Ceremony on the first day of INDEX 11, Tuesday, 12 April.

An award and a work of art

Designed by world-famous Belgian sculptor, Olivier Strebelle, the stunning work of art is both beautiful and symbolic of nonwovens and their essential functions.

Olivier Strebelle, born in 1927, had already gained an enviable reputation by the age of 20 and today his sculptures are displayed in major cities in Europe, in the United States and Asia. He designed the 100 metre long series of sculptures for the new Olympic Museum and Park open since the 2008 Beijing Olympics.



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

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