

## Wednesday 17<sup>th</sup> October, 2018

10.00 > 18.00 **Registration at the Rixos Libertas Dubrovnik Hotel**  
Please wear your badge at all times for easier networking

11.00 > 11.45 WELCOME COFFEE & NETWORKING

11.45 > 12.00 Opening and Welcome



**Martin Rapp**, Chair of EDANA, Senior Vice-President & Composite Fibers Business Unit President, **Glatfelter Gernsbach** (Germany)

12.00 > 13.00 **THE EU CIRCULAR ECONOMY AND PLASTICS STRATEGIES AND THEIR IMPACT ON THE ABSORBENT HYGIENE PRODUCTS INDUSTRY**

- The circular economy package, plastic strategy and single-use plastic directive
- Provide a vision on a circular plastics economy
- Defining the role of the nonwovens industry in the circular economy



**KEYNOTE SPEECH**

**Werner Bosmans**, Coordination Plastics Strategy, DG Environment, **European Commission** (Belgium)

13.00 > 14.00 LUNCH AND NETWORKING

14.00 > 16.00 **CIRCULAR ECONOMY/SUSTAINABILITY**



**MODERATOR**

**Ioannis Hatzopoulos**, Global Baby Care Sustainability Communications, **Procter & Gamble** (Germany)

14.00 > 14.30 **SMART POLYMERS AND BIOPLASTICS: DEVELOPMENTS AND POTENTIAL**



- The global need for sustainable plastics
- Advances in smart and bioplastics
- Practical insights to bringing new materials to market
- Circular economy applications in the nonwovens sector

**Dr. John Williams**, Business Development Director, **Aquapak Polymers** (United Kingdom)

14.30 > 15.00 **WHAT A TREE CAN DO - INNOVATING TRACEABLE RAW MATERIAL INTO NEW VALUE-ADDING PRODUCTS**

- Anything made out of fossil-based materials today can be made out of a tree tomorrow – by extracting more value from same raw material
- What are the drivers of innovation, what is innovation, how to run it and how to achieve a true circular economy approach?
- What role can fluff pulp play and what is required?



**Kirsi Seppäläinen**, VP Strategic Projects, **Stora Enso Biomaterials Division** (Finland)

15.00 > 15.30 **NEW BIO-REFINERY PROCESS FOR CELLULOSE WASTE MAKING THE IMPOSSIBLE POSSIBLE. A TRUE STORY WHERE EVERYONE WINS**

- Reducing the environmental footprint of our products and operations working on solutions that improve the quality of our lives today with a circular economy mindset
- Recycling diapers, transforming them in secondary raw materials that can be fed in new production processes from many types of industries
- Getting worth from waste is the future and a win for everybody: environment, citizens, municipalities, waste operators and industry



**Massimiliano Schietroma**, Biorefinery Development Leader, **Fater SMART** (Italy)



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15.30 > 16.00 **INSPIRED BY THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS**

- The UN development of the 17 Sustainability Development Goals and the 2030 agenda
- Essity's approach to UN SDGs and our sustainability work
- Partnering with others and create synergies



**Susan Iliefski Janols**, VP Product Sustainability, **Essity Group Function Sustainability** (Sweden)

16.00 > 16.30 COFFEE BREAK AND NETWORKING

16.30 > 18.00 **WIPES**



**MODERATOR**

**Ian Anderson**, Marketing Director, **Nice-Pak International** (UK)

16.30 > 17.00 **ENHANCED FLUSHABILITY PROPERTIES OF FABRICS USING LYOCELL FIBERS**

- Monitoring the influencing parameters for the flushability performance of wet wipes
- Displaying lyocell properties
- Presentation of experimental results from the variation of fiber and process parameters



**Dr. Stefanie Schlager**, Project Manager R&D, **Lenzing** (Austria)

17.00 > 17.30 **FLUSHABLE WIPES CAPACITIES VS. MARKET DEMAND OPPORTUNITIES AND THREATS IN A HIGH GROWTH, BUT OVERSUPPLIED MARKET**

- Technologies, legislation & standards - GD4 and more
- Markets & the industry - A competitive landscape
- Opportunities to accelerate growth - Addressing consumer behaviour



**Jonathan Bourget**, Managing Director, **APIS REX** (Switzerland/Germany)

17.30 > 18.00 **NONWOVENS ARE NOT JUST CARRIERS IN A WIPE. 50 YEARS, (ALMOST) OF WIPES PRODUCT DEVELOPMENT**

- Historical perspective
- Key milestones and drivers
- Examples
- Where next?



**Adrian Fellows**, R&D Director, **GamaHealthcare** (United Kingdom)



19.00 > 21.00 **EDANA NETWORKING EVENING**

**at Rixos Libertas Dubrovnik Hotel**

The ideal opportunity for relaxed networking

Dress code: business casual



## Thursday 18<sup>th</sup> October, 2018

08.30 > 18.00 **Registration at the Rixos Libertas Dubrovnik Hotel**  
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08.30 > 09.00 WELCOME COFFEE & NETWORKING

09.00 > 10.00 **THE CHANGING WORLD OF ENERGY AND PETROCHEMICAL FEEDSTOCKS - THE GEOPOLITICAL CHALLENGES AND NEW ENERGY PARADIGM**

- Energy is the base of economic growth and social development
- Europe is focusing on an energy transition, a challenging objective
- The rest of world is taking another way
- What might be the consequences?
- Prospects for petrochemical feedstocks



**KEYNOTE SPEECH**

**Prof. Samuele Furfari**, Professor-Geopolitics of Energy  
**Free University of Brussels - Polytechnic School** (Belgium)  
*Former Adviser to DG Energy, European Commission*

10.00 > 10.30 COFFEE AND NETWORKING

10.30 > 12.30 **MARKET**



**MODERATOR**

**Johan Berlin**, Managing Director, **Investkonsult** (Sweden)

10.30 > 11.00 **STATUS OF THE MARKET OF ABSORBENT HYGIENE PRODUCTS IN SOUTH-EAST EUROPE**



- South-Eastern Europe market characteristic-market shares
- Consumers profile and habits
- Consumers purchasing power
- Regional differences

**Danijela Alilovi**, R&D, **Violeta** (Bosnia and Herzegovina)

11.00 > 11.30 **INFORMATIONAL TRENDS IN NONWOVENS (& ELSEWHERE)**



- Our communication environment today
- Informational trends in nonwovens
- Signals from the future

**Matthew Carey**, Publisher, **Nonwovens Industry** (United States)

11.30 > 12.00 **KEY PARAMETERS EFFECTING ADL ADHESIVE BONDING PERFORMANCE ON BABY DIAPERS**



- Why is ADL performance now more in focus?
- How to improve ADL bonding under changing conditions
- Results from different bonding parameter testing

**Selda Colak Akbasli**, Hygiene Sales Manager, **HB Fuller** (Turkey)



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12.00 > 12.30

### ADVANCES IN SUSTAINABLE ABSORBENTS FOR THE HYGIENE INDUSTRY

- Demand for sustainable products is increasing
- Sustainability needed in sourcing, manufacture, & reuse
- Absorbents: one of the last impediments to sustainable diapers
- A sustainable option for diaper absorbents



**Tyler Tibbits**, VP Sales & Marketing, **TETHIS** (United States)

12.30 > 14.00

LUNCH & NETWORKING

14.00 > 16.00

### TESTING



**MODERATOR**

**Krzysztof Daniel Malowaniec**, Senior Vice President, **Paul Hartmann** (Germany)

14.00 > 14.30

### AN INVESTIGATION OF LABORATORY TEST METHODS FOR PREDICTING THE IN-USE LEAKAGE PERFORMANCE OF INCONTINENCE PADS IN NURSING HOMES

- The absorption before leakage (ABL) method was compared with the Rothwell method (ISO 11948-1) for measuring the absorption capacity of absorbent incontinence products.
- 6 companies made Rothwell and ABL measurements on 12 products (inserts and briefs) they had manufactured, while their in-use leakage performances was determined in nursing homes. In-use and pooled technical data were analyzed together.
- The ABL method showed poorer repeatability and reproducibility than Rothwell, but correlated better with in-use data, and detected the in-use benefit of insert cuffs. The ABL method has potential as a new international standard.



**Alan Cottenden**, Emeritus Professor of Incontinence Technology, **University College London** (United Kingdom)

14.30 > 15.00

### TOWARDS THE FINALISATION OF THE ISO TEST METHOD ON ABSORPTION BEFORE LEAKAGE OF ADULT INCONTINENCE PRODUCTS

- Background and motivation for the creation of an ABL test
- Challenges that have been discovered
- Improvements and further iterations
- Outlook for the forthcoming work



**Jens Hellmold**, Group R&D Manager Product Technology, **Ontex** (Germany)

15.00 > 15.30

### THE SPIN FINISH - A QUESTION MARK IN ABSORBENT HYGIENE PRODUCTS?

- General tasks of a spin finish
- Assessment of spin finishes
  - Test Methods to evaluate its performance as process aid
  - Test Methods to determine functionality
- EDANA's working group "Tests and Standards"
- The platform for evaluation of relevant test methods
- Newest developments in spin finishes for AHPs



**Dr. Gerhard Markus Braendle**, Head of Application Lab Fibre Auxiliaries, **CHT** (Germany)



**Dr. Michael Bildhauer**, Head of Application Field Fibre Auxiliaries, **CHT** (Germany)

15.30 > 16.00

### STATE OF THE ART OF ODOR TESTING WITH A SPECIAL FOCUS ON THE HYGIENE INDUSTRY

- Introduction to odour testing
- Overview of sensory and molecular methodologies for proving odour reduction or identifying malodours
- Case studies



**Nathalie Nibbe**, Senior Consultant, **Olfasense** (Germany)

16.00 > 16.30 ☕ COFFEE AND NETWORKING

16.30 > 18.30 **PROCESS**



**MODERATOR**

**Marines Lagemaat**, Scientific & Technical Affairs Director,  
EDANA (Belgium)

16.30 > 17.00 **INNOVATIVE NONWOVEN SOLUTIONS FOR THE COMPETITIVE HYGIENE AND MEDICAL NONWOVENS INDUSTRY**



- Challenges in the hygiene and medical nonwovens Industry
- Innovative and cost-efficient solutions
- Technology highlights

**Ingo Mählmann**, Vice President, **Oerlikon Nonwovens** (Germany)

17.00 > 17.30 **HIGH EFFICIENT INLINE WET FINISHING OF SPUNBONDED NONWOVENS**



- Kiss-roll as inline-component in spunbond nonwoven lines
- Comparison of full bath finishing, foam impregnation and kiss-roll application
- Low energy consumption in case of minimum liquor pickup by kiss-roll
- Kiss-roll application with corona treatment

**Dr. Ing. Ulrich Heye**, Scientific Staff, Center in Excellence in Nonwovens,  
**Sächsisches Textilforschungsinstitut (STFI)** (Germany)

17.30 > 18.00

**INNOVATION IN HIGHLOFT NONWOVENS**



- Spunbond nonwovens currently have multiple end-uses in hygiene products
- Bico solution in combination with the airtthrough technology now offers the possibility to develop new lofty products
- Airtthrough technologies are key to develop these products and leading the way in the 2 nonwoven processes Spunlaid and Drylaid
- Overview of the latest advancements in the technologies and their applications to meet the needs of the hygiene market

**Pascal Denizart**, CEO,  
**European Center for Innovative Textiles** (France)



**Melanie Monceaux**, R&D Engineer,  
**European Center for Innovative Textiles** (France)

18.00 > 18.30

**SMART SOLUTIONS IN HYGIENE COMFORT: A UNIVERSAL APPROACH**



- The consumer perspective in hygiene
- Addressing the consumer perspective
- Smart solutions deeper dive with Peer Brolund

**Kelly Wright**, PCC Product Expert,  
**Mondi Consumer Packaging** (Austria)



**Peer Brolund**, R&D Innovation Manager,  
**Mondi Consumer Packaging Gronau** (Germany)



## Friday 19<sup>th</sup> October, 2018

08.30 > 11.00 **Registration at the Rixos Libertas Dubrovnik Hotel**  
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08.30 > 09.00 WELCOME COFFEE & NETWORKING

09.00 > 12.15 **INTERACTIVE WORKSHOP: BUILDING STAKEHOLDER TRUST IN ABSORBENT HYGIENE PRODUCTS**

Based on over 30 years of mostly inward-oriented product stewardship, gained through experience-sharing between member companies in support to the nonwovens and related products industries, EDANA is now engaged in a more radical journey. Facing requests for more transparency about product composition and raw materials, and the renewability and/or recyclability of these, the nonwovens supply chain should have no hesitation anymore to publicly share its demonstrated record of product safety and to engage in stakeholder dialogue on its drive and transition towards new models for delivering the numerous benefits of nonwoven-based products. The industry as represented by EDANA has a strong case of responding to global challenges and meeting essential needs from personal, healthcare, protection and air filtration, to sustainable mobility, agriculture, building and civil engineering.

Lately, the attention of stakeholders such as consumer associations and media has focussed on trace chemical contaminants found in products such as baby diapers and feminine hygiene products at levels close to detection limits of the most sophisticated analytical test methods.

This session and the panel discussion which follows is intended to provide a broad perspective from different angles on how to approach the issue and close the gap between what both industry and authorities consider as a sound and safe status, and consumers' and NGO concerns.



**MODERATOR**

**Dirk Le Roy**, Managing Director, **Sustenuto** (Belgium)

**19.30 > 21.30**

### THE OUTLOOK™ COCKTAIL PARTY at Museum of Modern Art Dubrovnik

**19.10** buses depart from the Rixos Libertas Dubrovnik Hotel, and return at 21.30.

The ideal opportunity for relaxed networking

The largest museum of modern art in Dubrovnik is housed in a beautiful Gothic mansion, once owned by members of a local shipping dynasty. Founded in 1945, this museum presents a collection of three thousand artworks from the end of the 19th to the end of World War II. Artists showed here are related to the Dubrovnik region, which makes this museum really a special place. The cocktail will take place in the sea-facing sculpture garden. The villa's terraces also overlook the old town, offering a lovely view of its terracotta rooftops.

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Dress code: business casual

Be part of the interactive experience, have your questions ready.  
Your opinion matters! Interact with speakers and debate with peers.

09.00 > 09.45

**ETHICAL BUSINESS PRACTICE AND ETHICAL BUSINESS REGULATION:** A Behavioral and Values-based Approach to building trust in business

- Culture eats compliance for breakfast!
- It's not the "bad apples" you need to be concerned about
- All for one, and one for all - in literature and in industry sectors



**Ruth Steinholtz**, Founder and Principal, **AretéWork LLP** (United Kingdom)

09.45 > 10.15

**THE EU GENERAL PRODUCT SAFETY DIRECTIVE AND INDUSTRY VOLUNTARY CODES OF PRACTICE:**

- How this framework provides an adequate response to consumer protection needs



**Eva Sinkovic**, Policy Office Directorate-General for Justice and Consumers – Product Safety and Rapid Alert System  
**EU Commission** (Belgium)

10.15 > 10.35

COFFEE BREAK

10.35 > 11.05

**A SURVEY OF HAZARDOUS CHEMICAL SUBSTANCES IN FEMININE HYGIENE PRODUCTS**

- Scope of the survey
- Purpose of the Swedish Government
- Findings – general conclusion



**Amanda Rosen**, Inspector, Enforcement of Rules - Pesticides and Articles  
**KEMI Swedish Chemicals Agency** (Sweden)

11.05 > 11.35

**THE INDUSTRY VOLUNTARY INITIATIVE ON SUBSTANCES OF INTEREST**

A comprehensive EDANA safety code of good practice dedicated to the absorbent hygiene products supply chain is under way



**Thomas Broch**, Regulatory & Scientific Affairs Manager,  
**Fibertex Personal Care** (Denmark)



**Bart Waterschoot**, Group Sustainability & Scientific Affairs Manager,  
**Ontex** (Belgium)

11.35 > 12.20

**PANEL DISCUSSION: CONCLUSIONS – TENTATIVE CONSENSUS STATEMENTS**

All Speakers with



**Nadia Viva**, Vice-President Communications  
**Procter & Gamble** (Switzerland)

12.20 > 12.30

**CLOSING REMARKS**



**Pierre Wiertz**, General Manager **EDANA** (Belgium)

12.30 > 13.30

GOODBYE DRINK

All presentations & moderated sessions will be held in English.  
No simultaneous translation provided.  
This programme may be subject to last-minute changes and cancellations.  
The opinions expressed in the papers presented are those of the authors, and not necessarily those of EDANA. EDANA assumes no responsibility for these opinions or for accuracy of the information contained.

SAVE THE DATES



# OUTLOOK™ 2 0 1 9

THE WORLD'S  
PREMIER  
**NONWOVEN  
PERSONAL CARE  
AND HYGIENE  
PRODUCTS  
CONFERENCE**

9 - 11 October, 2019

**ATHENS**  
GREECE

InterContinental Athenaeum Hotel



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QUESTIONS?

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[www.edana.org](http://www.edana.org)