



WOW

WORLD OF WIPES®
INTERNATIONAL CONFERENCE

PROGRAM

June 12 – 15, 2017

Gaylord Opryland Resort
Nashville, Tennessee USA

ADAPT, SURVIVE & THRIVE
in the dynamic World of Wipes®



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Three in five global personal care launches in 2016 were naturally-positioned... is yours one of them?

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*Source: Personal care products launched in 2016 including 'natural' claims, according to Mintel Global New Products Database (GNPD)

ccpreservation@lonza.com
www.lonzapreservation.com

All product information corresponds to Lonza's knowledge on the subject at the date of publication, but Lonza makes no warranty as to its accuracy or completeness and Lonza assumes no obligation to update it. Product information is intended for use by recipients experienced and knowledgeable in the field, who are capable of and responsible for independently determining the suitability of ingredients for intended uses and to ensure their compliance with applicable law.

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MONDAY, JUNE 12

WELCOME RECEPTION

6:45 pm – 8:30 pm

Grand Ole Opry (exit the hotel from the Delta Portico (Level 0) and follow the directional signs)

Thank you to Kimberly-Clark Professional for sponsoring the reception.

TUESDAY, JUNE 13

BREAKFAST CONNECTIONS

Room: Ryman Hall B1 (Convention Center, Presidential Section, Level 0)

8:30 am – 9:00 am

Start your day with a Continental breakfast and face-to-face engagements with customers, colleagues, and peers.



WELCOME

Room: Ryman Ballroom (Convention Center, Tennessee Section, Level 0)

9:00 am – 9:05 am

Dave Rouse, President, INDA

The UNFIXED NATURE OF “SUSTAINABILITY”

Room: Ryman Ballroom (Convention Center, Tennessee Section, Level 0)

9:05 am – 10:30 am

Moderator: Carole Mars, Ph.D., Research Manager, The Sustainability Consortium (TSC)



Panelists:

Jane Collier, Senior Manager – Global Sourcing, Walgreen Boots Alliance

Anu Heinonen, VP, Communications and IR, Suominen

Carole Mars, Ph.D., Research Manager, The Sustainability Consortium

Jacquelyn Pohl, Scientist II, Burt's Bees

Nick Santoleri, VP of Manufacturing and Strategic Sourcing, Rockline Industries

Annie Weisbrod, Ph.D., Principal Scientist, The Procter & Gamble Co.

COFFEE & NETWORKING

Room: Ryman Hall B1 (Convention Center, Presidential Section, Level 0)

10:30 am – 11:00 am

NATURAL OPPORTUNITIES

Room: Ryman Ballroom (Convention Center, Tennessee Section, Level 0)

11:00 am – 12:00 pm

Moderator: Laura Steinbacher, Sr. Category Product Manager, Rockline Industries



Rethinking Polymers – A Circular Economy Perspective

Steve Davies, Director – Communications & Public Affairs, NatureWorks LLC

11:00 am – 11:30 am

An Emerging Market with Natural Opportunities: Cosmetic Face Masks and Hydrolyzed Jojoba Esters

Tiffany Oliphant, Director of Clinical Services, Floratech

11:30 am – 12:00 pm

LUNCH (on your own)

12:00 pm – 2:00 pm

COFFEE & NETWORKING

Room: Ryman Hall B1 (Convention Center, Presidential Section, Level 0)

1:30 pm – 2:00 pm

TODAY'S CONSUMERS: INSIGHTS AND MARKET MEASURES

Room: Ryman Ballroom (Convention Center, Tennessee Section, Level 0)

2:00 pm – 3:30 pm

Moderator: Jan O'Regan, Director, Nonwovens Marketing, Cotton Incorporated



Marketing Across the Generations

Kit Yarrow, Ph.D., Professor Emeritus, Golden Gate University

2:00 pm – 3:00 pm

Global Wipes Marketplace: Trends, Challenges and Opportunities in Retail and Institutional Settings

Svetlana Uduslivaia, Head of Tissue and Hygiene, Euromonitor International

3:00 pm – 3:30 pm

COFFEE & NETWORKING

Room: Ryman Hall B1 (Convention Center, Presidential Section, Level 0)

3:30 pm – 4:00 pm



#wipes17
@WipesCon

REGULATING GOVERNMENT AFFAIRS

Room: Ryman Ballroom (Convention Center, Presidential Section, Level 0)

4:00 pm – 5:00 pm

Moderator: Brad Van Pay, National Account Manager, Georgia-Pacific Nonwovens



Government Affairs Update

Jessica Franken, Director of Government Affairs, INDA

4:00 pm – 4:30 pm

The North American Wipes Market...What's Going On?

Brad Kalil, Director of Market Research and Statistics, INDA

4:30 pm – 5:00 pm

WORLD OF WIPES INNOVATION AWARD® PRESENTATIONS

Room: Ryman Ballroom (Convention Center, Tennessee Section, Level 0)

5:00 pm – 5:30 pm

Moderator: Jeff Willis, Principal, Nonwovens by Design



Chicopee® Microfiber Floor Care System

Berry Global Group, Inc.

5:00 pm – 5:10 pm

Glueless Tail Tie for Rolled Wipes

Elsner Engineering

5:10 pm – 5:20 pm

Huggies® Natural Care Extra Sensitive Baby Wipes

Kimberly-Clark Corporation

5:20 pm – 5:30 pm

RECEPTION & TABLETOP EVENT

Room: Ryman Hall B1 (Convention Center, Presidential Section, Level 0)

5:30 pm – 7:00 pm



Thanks to Rockline Industries, Inc. for providing Wi-Fi access for the entire event.

Network name: **WOW17**

Password: **ROCKLINE4WIPES**

DINING WITH INDUSTRY THOUGHT LEADERS



Tuesday, 7:30 pm

Separate Fee \$150

See INDA Registration
Desk for availability.

Dining with an authority in the world of wipes provides an opportunity for WOW attendees to meet with industry opinion leaders from select areas of the wipes value chain. Learn about what is trending, fading and on the horizon. Discover what these decision makers are currently watching, buying or simply interested in learning more about. Enjoy dinner with an industry leader and colleagues. Separate fee required.

Kit Yarrow, Ph.D., Professor Emeritus, Golden Gate University

Doug Dowdell, President-Nonwovens, Georgia-Pacific Nonwovens

Carole Mars, Ph.D., Research Manager, The Sustainability Consortium

Annie Weisbrod, Ph.D., Principal Scientist, The Procter & Gamble Co.

Nick Santoleri, VP of Manufacturing and Strategic Sourcing, Rockline Industries

Steve Davies, Director - Communications & Public Affairs, NatureWorks LLC

Jane Collier, Senior Manager - Global Sourcing, Walgreens Boots Alliance

Martin Mikkelsen, CEO, Jacob Holm & Sons AG

BREAKFAST CONNECTIONS

Room: Ryman Hall B1 (Convention Center, Presidential Section, Level 0)

8:00 am – 8:30 am



MATERIAL SCIENCE THAT ADVANCES WIPES

Room: Ryman Ballroom (Convention Center, Tennessee Section, Level 0)

8:30 am – 10:30 am

Moderator: Kyra Dorsey, Product Development Manager, Suominen



The Need for Speed – Changing Times for Dispersible Products

Janet Hargette, Manager, Product Development, Jacob Holm Industries

8:30 am – 9:00 am

Is Carding Technology and Its Possibilities Exhausted?

Oliver Doering, Area Sales Manager, Trützschler Nonwovens GmbH

9:00 am – 9:30 am

The Selection and Testing of Antimicrobial Products for Nonwoven Substrates

Dave Klein, Ph.D., Vice President of Science and Technology, Thomson Research Associates

9:30 am – 10:00 am

Biodegradability of Wood-Based Cellulose Fibers

Wolfgang Plasser, Vice President Global Business Management Nonwoven Fibers and Shayda Rahbaran, Ph.D., Business Development Manager Wipes & Hygiene, Lenzing AG

10:00 am – 10:30 am

COFFEE & NETWORKING

Room: Ryman Hall B1 (Convention Center, Presidential Section, Level 0)

10:30 am – 11:00 am

MATERIAL SCIENCE ADVANCEMENTS IN SUSTAINABILITY

Room: Ryman Ballroom (Convention Center, Tennessee Section, Level 0)

11:00 am – 12:00 pm

Moderator: Heidi Beatty, Project Manager Consultant, Crown Abby LLC



Sustainability Considerations for the Hard Surface Wipes Life-Cycle

Elisa Calimano, Ph.D., Product R&D – Home Care Cleaning Innovation, The Clorox Company

11:00 am – 11:30 am

Sustainability...That's How We Roll

Jacquelyn Pohl, Scientist II, Burt's Bees

11:30 am - 12:00 pm

LUNCH (on your own)

12:00 pm - 2:00 pm

COFFEE & NETWORKING

Room: Ryman Hall B1 (Convention Center, Presidential Section, Level 0)

1:30 pm - 2:00 pm

STAYING AHEAD OF ENVIRONMENTAL HOT SPOTS



Room: Ryman Ballroom (Convention Center, Tennessee Section, Level 0)

2:00 pm - 3:30 pm

Moderator: Michael Sherman, Sales Manager, PDI, Inc./Nice-Pak

Navigating "Deregulation" in the Regulated Environment

Dawn Rubel, VP of Quality and Regulatory Affairs, Nice-Pak/PDI

2:00 pm - 2:30 pm

Preserving Preservatives

Phil Hindley, Head, Global Marketing Preservation, Lonza Consumer Care

2:30 pm - 3:00 pm

Regulatory Challenges for Wipes in the European Union

Anna Gergely, Ph.D., Director, EHS Regulatory, Steptoe & Johnson LLC

3:00 pm - 3:30 pm

COFFEE & NETWORKING

Room: Ryman Hall B1 (Convention Center, Presidential Section, Level 0)

3:30 pm - 4:00 pm

THE CHALLENGES OF PRODUCT CLAIMS



Room: Ryman Ballroom (Convention Center, Tennessee Section, Level 0)

4:00 pm - 5:30 pm

Moderator: Jim Beaty, Key Account Manager, Suominen

"Fact or Frictionless": Wipes Support Food Safety in a Digital World

Matt Schiering, Vice President & General Manager, Sani Professional

4:00 pm - 4:30 pm

How to Define, Validate and Verify Claims - Questions Every Retailer and Consumer Should Ask

Jenny Oorbeck, General Manager - Sustainability, National Sanitation Foundation (NSF)

4:30 pm - 5:00 pm

Regulatory Issues Around Claims: Required and Suggested Steps for Wipe Products

Angela Diesch, Esq., Managing Partner,
Diesch Forrest APC

5:00 pm – 5:30 pm

RECEPTION & TABLETOP EVENT

Room: Ryman Hall B1 (Convention Center,
Presidential Section, Level 0)

5:30 pm – 7:00 pm



THURSDAY, JUNE 15

BREAKFAST CONNECTIONS

Room: Water's Edge (Delta Section, Level 0)

8:30 am – 9:00 am



FLUSHABILITY NEWS, VIEWS AND FAKE NEWS

Room: Ryman Ballroom (Convention Center,
Tennessee Section, Level 0)

9:00 am – 11:30 am

Moderator: Dave Rouse, President, INDA



The Messaging Battles on Wipes

Richard Palmer, President, Nehemiah
Manufacturing Company

9:00 am – 9:30 am

The New Code of Practice for Labeling

David Deising, VP North American Retail Wipes,
Rockline Industries

9:30 am – 10:00 am

Flushability in Europe – An Update

Pierre Conrath, External Relations &
Sustainability Director, EDANA

10:00 am – 10:30 am

GD4 and ISO: Finding a Unicorn

Jim Loftus, Ph.D., Director of Technical Affairs
& Education, INDA

10:30 am – 11:00 am

Flushability Q&A

11:00 am – 11:30 am

ANNOUNCING THE WORLD OF WIPES INNOVATION AWARD® WINNER

Room: Ryman Ballroom (Convention Center,
Tennessee Section, Level 0)

11:30 am – 11:45 am

Moderator: Dave Rouse, President, INDA



Please note that this program is subject to change.

The opinions expressed at WOW 2017 are those of the speakers and not necessarily that of INDA or its Board of Directors.

Attendee badges must be worn and displayed at all times during event hours.

Video recording is prohibited.

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WOW COMMITTEE MEMBERS

INDA would like to thank the leadership of INDA's WOW 2017 Conference Committee.

Jan O'Regan, Cotton Incorporated – Chairperson

James Beaty, Suominen

Heidi Beatty, Crown Abbey, LLC

Ginny Casstevens, Barnhardt Natural Fibers Group

Kyra Dorsey, Suominen

Michael Fitzgerald, Albaad USA, Inc.

Weini Girmai, Auriga Polymers, Inc.

Dawn Huston, Berry Global Group, Inc.

Mark Janulis, Andritz Küsters Inc.

Rob Johnson, Smith, Johnson & Associates

David Kessenich, Paper Converting Machine Company (PCMC)

John Poccia, Johnson & Johnson Consumer, Inc.

Jay Roth, Elsner Engineering Works, Inc.

Michael Sherman, PDI, Inc./Nice-Pak

Vinitkumar Singh, Sontara

Jeff Slosman, National Wiper Alliance, Inc.

Laura Steinbacher, Rockline Industries

Mark Steinbrecher, Optima Machinery Corp.

Brad Van Pay, Georgia-Pacific Nonwovens Group

Tracy Wilkins, Lonza, Inc.

Jeff Willis, Nonwovens by Design

John Wilson, Bemis Company

C.K. Wong, U.S. Pacific Nonwovens Industry Ltd.



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INDA App

Download the **INDA mobile app** to get the latest details about WOW 2017, including news items, speakers, exhibitors, and networking functions.
iOS bit.ly/iOSMobileAppINDA or
Android bit.ly/AndroidMobileAppINDA

2017 WOW TABLETOP EXHIBITOR LISTINGS

➤ *Denotes INDA Member*

➤ **Akinal Sentetik Tekstil San. ve TIC. A.S.** (Member, 2017)

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Sustainability By

ROCKLINE[®]

INDUSTRIES



Rockline has grown and changed a great deal since we started our sustainability program in 2008. What hasn't changed is our commitment to reducing our environmental impact.

Rockline has always been a company that works to do the right thing and focuses on continuous improvement—which is really what sustainability is all about. We continue to drive improvements in our sustainability metrics.

Transparency is an integral part of our program. Providing the hard data allows our stakeholders to see where we hit our goals and where we fell short—knowing our work is never done.

Randy Rudolph



Environmental Sustainability Mission Statement
Rockline will take positive steps to develop environmentally sustainable processes, products, packaging, and raw materials throughout the supply chain that will deliver long-term value for our customers, communities, and associates.

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SAVE THE DATE

WOW

WORLD OF WIPES®
INTERNATIONAL CONFERENCE

June 5-8, 2018
Sheraton Grand | Chicago, Illinois USA

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FOR LESS IN
YOUR WET WIPE
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Partnership Products

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COTTON'S ADVANTAGES MAKE IT A PROVEN PERFORMER:

- ◇ Cotton is strong: Wet strength is 3.7 times stronger than pulp and 1.3 times stronger than rayon.*
- ◇ Purified cotton is highly absorbent: 24 grams of water per gram of fiber.
- ◇ Cotton is naturally hypoallergenic and doesn't irritate the skin.

DISCOVER WHAT COTTON CAN DOSM



Learn more at cottoninc.com/nonwovens

*on average
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