

NEWS RELEASE

Seeing the potential and interest generated in medical and hygiene disposable products such as **Baby and Adult Diapers, Sanitary Napkins etc., Business Co-ordination House (BCH)** together with a consortium of International Companies organized a one day symposium on “**Medical and Hygiene Disposable Textile Products**” on March 8, 2006 in New Delhi. Renowned world leaders in this field such as **BBA Fiberweb Group, 3M, GDM, Henkel, Fulflex, Huhtamaki** and some others came together to help create a bridge between investors or companies already active in this field of Disposable Hygiene. Through this symposium information regarding raw material, technology and basic elements needed to establish know-how for positive feeling for new investment in this field was provided.

The symposium was very well represented as participation was very focused to the industry and was through invitation only. The participants were serious stakeholders of the industry comprising of current manufacturers and importers in the area of medical nonwovens, specialty process chemicals, adhesives for industrial applications and machinery for nonwoven products. Besides new entrepreneurs, R&D institutes, representatives from the government and the press were also present. High value added technical textile products were also omnipresent during the symposium.

BCH, the first organization of its kind in India, provides an interactive platform for all industry clients and companions to give a boost to the growing technical textile industry in India.

The first session of the programme was devoted to market perspective of disposable nonwoven products and various accessories used in their making.

Mr. Samir Gupta, Managing Director, BCH outlined the “**Market Perspective in India**”.

“...because of the increasing awareness for health and hygiene among the expanding middle class and significant proportion of females and babies to the total population, its right time for Indian players to invest in this segment as this industry has only 1% market penetration as against 98% in developed countries. Due to competitive labor cost and latent domestic demand, the multinational companies can look up to India as an outsourcing base and can even relocate their production bases.”

He informed that the Indian Technical Textile Market is likely to touch US\$ 8 billion by 2007-08 from present level of US\$ 4 billion with the global turnover of the Technical Textile Industry estimated at US\$ 107 billion.

Prof. N.K. Sharma, Nonwoven Consultant, AMRIT SRL from Italy educated the attendees with various **types of disposable products and their functions**. He categorized the products into personal hygiene and medical products and also briefed about the various materials and processes used in the manufacture of disposables. He laid stress on the various categories available in baby and adult diapers and the key elements,

which are required in the satisfactory performance of baby diapers. “Nice design, proper raw material and equipment technology are the key to success,” he advised.

Describing **closure systems** and **elastic waistband** as an integral part for **Infant Diapers and Adult Incontinence Products**, **Mr. Ted Huang, Division Supervisor, 3M Taiwan**, a diversified technology company having worldwide presence in various operating segments highlighted different artworks like dolphin, hot balloon, jungle, duck-bear-whale used in 3M products. He focused on performance characteristics of 3M systems for consumer benefits such as good fastening properties, non-irritability to skin and favorable appearance.

Having talked about the various products in medical and hygiene sector, **Mr. Sameer S.Chitnis, Technical Manager, BBA Fiberweb Group**, one of the world’s largest international group in the nonwoven business, enlightened the participants about the basic steps involved in the formation of a **nonwoven fabric** which primarily consists of the laying of fiber, web formation and finally the web bonding. In line with this, **Mr. Christer Jugard, Marketing and Sales Manager, BBA Fiberweb Group** emphasized upon the trends of nonwovens for hygiene products with main focus on baby diapers, adult incontinence products and feminine hygiene products.

After being refreshed with a cup of coffee, the session began with **Mr. Juergen Fett-Schudnagis, Global Marketing Manager, Henkel**, a global supplier of outstanding adhesives and sealants systems for industrial applications, who briefed about the various **high performance adhesives used for hygiene applications**. He said, “Diapers and sanitary napkins are high sophisticated consumer goods. In order to keep pace with the market demand, it is necessary to speak the language of our customers and to be innovative”.

Taking the discussion further **Mr. Daniel Marchal, Technical Manager, Fulflex**, a global supplier of elastics and flexo materials, updated with the importance of various **synthetic elastics used for hygiene and medical applications** and how to achieve the best possible performance and runnability at an attractive cost. He said “ Though elastics have a low contribution to the total diaper cost-<5% but they have a major impact on key parameters such as fit, leakage and red marking”.

One of the most exciting and relevant talks certainly had to be the one given by the second session’s featured speaker **Mr. Manfred Walker, Sales Manager, Hygiene and Health Care, Huhtamaki Forchheim**, the world’s largest consumer packaging specialist, who emphasized upon the **Release Liner for Femcare Products** viz. siliconized single wrap film and printed single wrap film. He reviewed the technology involved in the conversion of films & papers and their market applications.

Mr. Paolo Simonetta, Asia Area Manager, GDM, the most successful hygiene disposable machinery supplier in the world emphasized on the **tailored solutions to produce hygiene disposable products**: sanitary napkins, baby diapers, adult diapers and underpads and meet the specific market needs. He feels “India has a very high potential

for technical textiles and with government support in hand the Indian textile leaders can work wonders in this field”.

The presence of **Mrs. Shashi Singh, Joint Textile Commissioner, Ministry of Textiles** and **Dr. V.K.Kothari, Head of Textile Technology Department, IIT Delhi** added value to the seminar as they laid stress on-the government support and technical and R&D support to the Indian entrepreneurs.

Mrs. Shashi Singh, emphasized upon the promotion of technical textiles in India for two reasons viz. its export potential and health and hygienic appeal. “The Government policies are in place for attracting 100% FDI in this segment. Besides, technical textile units are eligible to avail concessions on finance under Technology Upgradation Fund Scheme (TUFS) and capital subsidy of 5% for the non-SSI sector and 15% for SSI sector. She also assured complete government support to the technical textile industry.

With innovation the buzzword, investment in R&D has become a ubiquitous aspect in this business and Dr.V.K.Kothari assured IIT’s support to all Indian entrepreneurs in the form of raw material evaluation, product testing and technical support in this segment. He said “Potential of technical textiles in areas like medical and hygiene textiles, protective clothing and geotextiles is huge and we need to plan and develop technical textiles in a systematic way”.

All of the participants said that the event spurred their interest in Medical and Hygiene Disposable Products. Many of the participants were previously unaffiliated, and they could discover the wonderful things that could be done in the field of technical textiles. The attendees listened to speakers and offered their own experiences at the one-day event.

“The seminar was not only a platform for international exposure, but also for creating awareness for disposable hygiene products in the country”. **Mr. Alberto Perego, Managing Director, GDM**

“It’s timely and a good beginning to create awareness of inevitable industry i.e. disposable products that will improve one’s quality of life. This is a natural trend as people become more affluent”. **Mr. Jeremy Kuan, Managing Director and COO, Fulflex**

Outlining the growth areas for this segment of the technical textiles in India, BCH analysis says that, sanitary napkins, diapers, wipes will be the key drivers of growth. The presence of major players in this field will carve out niche for India in exports as well.