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WORLD'S LEADING NONWOVENS EXHIBITION

FOR IMMEDIATE RELEASE

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Increasingly customized and sustainable nonwoven-based personal care products

The world is getting old. The United Nations Population Fund (UNFPA) maintains that people aged 60 and older currently make up 12.3% of the global population, and that that number will rise to almost 22% by 2050. This has driven growth in the market for adult incontinence products such as adult diapers, underpads, absorbent underwear and other products, with personal hygiene manufacturers delivering new and customized products to satisfy a range of new consumer needs. There has also increasingly been a drive for sustainability in the hygiene sector. Although products currently marketed as “green alternatives” account for a minor share of the market, environmental issues are pervasive throughout the whole supply chain, from raw material extraction and manufacturing to disposal.

Visitors at INDEX™17, the world’s leading nonwovens exhibition held in Geneva from 4th-7th April 2017, will discover the very latest innovations in the field, including increasingly sustainable and recycling options. “Recent innovations in nonwovens for the hygiene sector require more sustainable solutions, with raw materials supplied increasingly needing certification to prove the chain of custody,” maintains Pieter Meijer, Sales Director at McAirLaid.

In addition, newcomers to the industry will have the chance to attend a free, hour-long Absorbent Hygiene Products Tutorial on 6th April, aimed at showing how nonwoven materials function in single-use hygiene products.

A diversified industry meeting the key challenges of their time

The rich three-day INDEX™17 programme will feature four specialist “Big Picture” speeches in the fields of medical and healthcare, filtration, geotextiles, and transportation, including speakers such as:

- **Prof. Dr. Sebastian Probst**, Professor of Tissue Viability and Wound Care at the School of Health Sciences, University of Applied Sciences and Arts Western Switzerland, will address current and future challenges in wound care.
- **Prof. Dr. Nino Künzli**, Professor for Public Health, Dean of the Swiss School of Public Health (SSPH+), Deputy Director Swiss Tropical and Public Health Institute (Swiss TPH), will discuss health effects due to air pollution and more specifically, particulate matter, during the free opening session of partner conference and exhibition FILTRES™.
- **Dr. Russell Jones**, Director, Golder Associates, President of the International Geosynthetics Society, will speak about the contribution of geotextiles to the global sustainability agenda.
- **Mr. Dominique Taffin**, Senior Manager Industrial Design, Yanfeng Automotive Interiors, will discuss future trends in the automotive industry and how trends will impact the development of materials for automotive interiors.



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Visitors from around the world will have the opportunity to gain first-hand knowledge of the latest developments in nonwovens for hygiene applications.

[Register online](#) now for INDEX™17, or book your own stand space [here](#). For hotel bookings and additional information, please visit our website on www.index17.org.

For any further media inquiries, please contact the INDEX™17 Press Office:

Laura de Pontbriand

Burson-Marsteller Geneva

Tel: +41 22 593 69 28

E-mail: laura.depontbriand@bm.com