

This investment is aimed at enhancing the biodegradability of the product, making it safe for use and involves the use of safe raw materials for the manufacture of diapers. According to the report, one of the major drivers of the market is the increase in the aging population. The low level of volatility in per capita disposable income and people's growing purchasing power are increasing demand for incontinence products.

The report also states that one of the major challenges in this market is issues related to environmental pollution. The material used to manufacture adult diapers takes a long time to degrade, causing environmental pollution. Daio Paper, Kimberly-Clark, Nippon Paper Industries, SCA and Unicharm participated in the study.

Kansan Upgrades Website

Turkish wet wipes machinery manufacturer Kansan recently updated its website, www.kansanmak.com, with a dynamic, distinct and unique new look.

According to Sercan Tokdemir, Kansan's sales and marketing specialist, the company worked hard to enhance the website, as it's a central part of its new corporate identity. Tokdemir says that Kansan focused on creating a user-friendly layout enriched with visual elements.

EDANA Finalizes Filtrix Program; Announces Photo Contest Winner

To meet the ongoing demand for quality information and case studies on filters and filter media from across the globe, EDANA, the international association representing nonwovens and related materials, has launched the final program of the FILTRIX Asia conference and exhibition, taking place March 17-18, 2015 in Hong Kong.

"Participants will find the same ingredients that have made the FILTRIX series so successful, with more than 1500 attendees in Europe and Asia (and the Indian Subcontinent) over the past 10 years," says Pierre Wertz, general manager at EDANA.

Starting with a keynote on the "Present & Future of the Chinese Filtration and Separation Business" by Wang Yanshi, chair-

man of the Chinese Filtration Society, the conference will review the latest developments in nonwoven filter media for the region and across the globe. Experts from market leaders will also feature a review of trends and innovations in air, liquid and automotive filtration. This comprehensive program is complemented by a session on filter testing and standards.

"Opportunities for companies to present and discuss individual products and services with potential customers are included," Wertz adds. "The tabletop exhibition is an important feature of all FILTRIX events, and this will make FILTRIX Asia 2015 not only the highest level conference this year in Asia for nonwoven filter media, but also a unique promotional opportunity for all companies with particular interest in the Chinese and Asia-Pacific filtration market."

In other news, EDANA has named Suomenen's Amparo Belda as the winner of its first-ever photo competition.

Belda, who works for Suomenen in Alicante, Spain, won EDANA's 'A life with nonwovens and related products' photo contest, with a picture showing personal care wet wipes in use, with a young girl imitating her aunt as she removes her make up. Belda wins the new iPad mini 3.

Participants were invited to show nonwovens and related products in an everyday life context. The contest was open to individuals employed by an EDANA member, with one submission per person accepted. To qualify, anyone in the picture must have given their clear consent, and the picture could not contain any corporate identities, or products that were instantly recognizable. The winning picture, along with other examples of member's products in use in our everyday lives will be used in the 2015 Sustainability Report in February.

Entries Open for Techtextil Innovation Award

Messe Frankfurt has opened entries for this year's Techtextil Innovation Award, which will be presented at Techtextil, the leading International Trade Show for Technical Textiles and Nonwovens, May 4-7, 2015. Messe Frankfurt will give awards

for innovative ideas and future-oriented developments in the field of technical textiles, nonwovens and functional apparel textiles. The previous competitions for the Techtextil Innovation Award and the Awantex Innovation Award are being continued together under the new name. The Techtextil Innovation Award is also open to non-exhibitors.

Entries for the Techtextil Innovation Award must be submitted by February 20, 2015. The jury will accept all developments that have neither been on the market for more than two years nor chosen for any other award. All award-winning projects will be on show at a special exhibition during Techtextil. Entries can be made online at www.techtextil-award.com.

The Techtextil Innovation Award will be given in the following categories:

- Research
- New materials, products, means of production, manufacturing and finishing technologies for use in one of the 12 Techtextil areas of application
- New materials and products for technical applications based on / in combination with natural fibers
- New material, technological, processing and finishing developments, e.g. new fibers and yarns, new finishes, nano-technology, electronic systems in garments
- Fashion aspects combined with new technologies and new materials, design concepts and aesthetic considerations
- Potential medical applications with textiles and apparel
- Combination of comfort and functionality in sportswear and active wear
- Innovations for safety and protection at work
- Smart textiles, intelligent textiles

The awards in the various categories will be presented during the opening ceremony of Techtextil in Room Dimension, Hall 4.2, on May 4, 2015. All award-winning products will also be on show throughout the show at a special exhibition in Hall 6.1.

Details of the various award categories and the full rules can be found at www.techtextil.com. ■