

Welcome to the (late) Fall edition of the Micrex Newsletter. For previous newsletters please see: <http://www.micrex.com/newsletter.htm>.

STRETCH NONWOVENS:

Interest in stretch nonwovens has never been higher. In fact, at the IDEA show in Miami, we counted at least six different companies featuring stretch nonwovens achieved using the Micrex Process.

Micrex has many years of experience in developing commercial nonwoven stretch products. We have learned that the path from product concept to commercial success is can be complex without proper resources. There are several considerations in developing a successful stretch nonwoven product.

1. What kind of stretch? By our count -- there are six different kinds of stretch:
 - Elastic
 - Comfort
 - Expanding
 - Cushioning
 - Conforming
 - 2-Way / 4-Way / Harmonized Stretch



All six kinds of stretch are illustrated here - can you find them?

Characteristics such as elongation, regain, time to regain, modulus, etc., shape how a given web substrate will perform in an application. A nonwoven sheet which performs admirably in one application, will likely fail miserably in another.

2. Perfection is the enemy of good. The textile industry has had literally hundred of years to develop really wonderful stretch applications. Everyday objects such as a knit shirt or a wool glove demonstrate highly sophisticated fiber and substrate stretch technology. Nonwovens are unlikely to match such examples perfectly. As in any nonwoven development, some attributes are requirements where others are merely desirable.
3. How to do we execute the product? Stretch products can fail when downstream convertors have little or no experience in handling extensible substrates. Finishing, packaging, and use are all impacted by using an extensible substrate.

Though challenging -- this is an exciting opportunity. Micrex and our development partners are working on a wide range of innovative stretch products. While the more obvious applications involve replacing existing high cost stretch products with lower cost nonwovens solutions, the "low hanging fruit" is likely to be in adding extensibility to products which could not economically justify existing elastomerics.

For information visit <http://www.micrex.com/stretch.htm>

In our next newsletter we will describe the use of the Micrex®/Microcreper™ to enhance the new generation of recyclable materials, as well as introducing an important new member of the Micrex team.

From all of us at Micrex, best wishes for the Holiday Season.

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