

Welcome to the second edition of the Micrex(R) Newsletter, an email source of information about adding value to your existing products with the Micrex Process.

In this issue: A) Differentiate your product -- B) Try Microcreping, it's free -
-C) Spring is coming to your nonwoven -- D) Better looking & performing wipes --
E) Improve your product using your own slitter.

(If you want to have your name removed from our email list, please use the method at the end of this message).

A: "THE FASTEST AND MOST PROFITABLE WAY TO DEVELOP A NEW NONWOVEN PRODUCT ISN'T MAKING A NEW GRADE. THE BEST WAY IS TO IMPROVE A PRODUCT THAT ALREADY EXISTS."

DIFFERENTIATE -- to develop differences by alteration or modification -- It's a word popular among managers urging their staff to make products that are easily recognized as better. Companies want memorable new products that visibly show customers they are better than ordinary grades developed quickly, with minimal investment.

One reason differentiate is such an important word is it implies improving something you already have. Differentiating an existing product gets around the time, cost and risk of inventing something totally new. Microcreping an existing nonwoven can make it thicker, softer, more absorbent, stretch and/or spring back and feel better. By Microcreping while it is being slit, no extra steps are required, but the result is a very visible and significant improvement.

B: AFTER WE MICROCREPE YOUR SAMPLE YOU COULD HAVE A "NEW AND IMPROVED" IN YOUR BRIEFCASE AND YOUR COMPANY AND CUSTOMERS WILL APPRECIATE HOW FAST YOU DEVELOPED IT.

Take a close look at your products -- are some good candidates for improvement? Decide which don't need improvement and send us samples of the rest and challenge us to make them better! Tell us the properties you want and we will run a FREE Microcreping trial then return candidates for your next new product. Your cost of shipping samples to us will be far less than hiring a consultant or making another sales call without anything new or improved to offer.

All your products are perfect? Think about the potential to modify them to fill the needs in a market you don't now serve. Is your absorbent wet lay boardy? Why not Microcrepe to soften it while slitting? Is your spunlace soft but costs too much? Why not lower the weight then Microcrepe to increase absorption while slitting? Many improvements are possible!

To learn about this free service visit our website: www.micrex.com/trial.htm.

C: IF YOU ARE PRIMARILY INTERESTED IN FUNCTION, EXISTING NONWOVENS CAN BE MADE TO STRETCH & RECOVER (LIKE A SPRING), ABSORB MORE LIQUID, OR ABSORB DIFFERENT

SOUNDS, BECOME MORE PERMEABLE, TOUGHER, STIFFER IN THE CROSS DIRECTION AND/OR MORE FLEXIBLE.

The old adage, "form follows function" has a new meaning. If you need a multifunctional new product, Micrex may be able to help. Imagine your best customer asking for a product that is tough and strong, soft on one surface, absorbent, and stretchy (like a spring) in the machine direction. A low cost option is to ask Micrex to simultaneously laminate and crepe a tough, strong spunbond with an absorbent, low cost air lay nonwoven. Microcreping can automatically add an internal adhesive layer and laminate while creping. The crepe is heat set so it acts like a nonwoven spring, even when wet! Layers will be bonded and the composite will stretch and recover. VIOLA, existing, low cost nonwovens are transformed into a soft, strong, two sided multifunctional specialty grade that acts like Spandex.

D: APPEARANCE COUNTS -- A PLEASING, DISTINCTIVE, AND MEMORABLE NEW LOOK IS PART OF THE MICROCREPING PROCESS.

The personal care and household wipes market segments are growing but so is competition. Most wipes are white, flat and "plain vanilla" looking. Microcrepe patterns include custom stripes, moiré, hills and valleys, etc. Wet or dry wipes can functionally benefit from Microcreping too. All will be softer, more flexible, and more resilient. Wet wipes will hold more water and low cost air lay grades will become tougher because they stretch under stress and resist tearing. Wet or dry, spunlace or air lay, all Microcreped wipes have a look that tells the user that they are better. People who like your product will remember its appearance and the crepe pattern you choose has the potential to become a protected trademark. If consumers are your end customers you know what competition is. If you would like your product to have both a new look and be softer, tougher and function better too, let us know, we can help.

E: SLITTING MIGHT BECOME YOUR NEXT NEW PROCESS DEVELOPMENT.

Nonwovens are usually Microcreped as part of an existing slitting process and no extra steps are required. Your slitter can be modified to Microcrepe by inserting a new station between the unwind and winder. If you have about 10 feet of space to spare, you can be adding softness, drape, stretch, better hand, increased thickness, or a combination. You can do this without additional people, inventory, or materials handling. It's a low cost way to make the products you currently make (or use) become new and different without having to obsolete your current process or qualify a new grade.

If you don't have a slitter or aren't ready to operate a Microcreper, our contract converting department will be happy to Microcrepe and slit your nonwovens in an economical one step operation until and if you decide to do so yourself.

We invite you to visit our web site www.micrex.com or contact us to start thinking about your products and how Microcreping can make a significant difference.

As a preview, some of the topics we are planning for future letters include:

- * Medical barrier fabrics.
- * Increasing surface area without increasing weight.
- * Increasing thickness by 200% with less than 5% reduction in length.
- * Contract Microcreping services in Europe, the Americas, and Asia.
- * Joint, cooperative product and process development opportunities (e.g. cross direction stretch).

If you have other ideas or applications you would like added to our list for future issues, want literature describing the Micrex Process and samples, please let us have an idea of the type of nonwovens and the improvements and properties that interest you.

Richard.Walton@micrex.com, President
Peter.Smith@micrex.com, Vice President
Drew.Horn@micrex.com, Product Development

Micrex Corporation
17 Industrial Road
Walpole, MA 02081 USA
800.660.1915
508.660.1900
Fax: 508.660.1818
www.micrex.com

If you feel this newsletter might be of interest to others, please send us an email with the email address. Alternatively, if you feel that you have no interest in Micrex News, simply send an email with "delete my name" in the subject line to Julie.Robbins@micrex.com.