

WHITE PAPER

**PERSONAL &
HOME CARE**



**The best-kept secret
in nonwovens converting.**

Perhaps you haven't heard of us, but Web Industries is one of the most trusted partners to the world's largest Personal & Home Care brands. Because we offer these global giants such a unique competitive advantage, they will not permit us to use their names. Still, we have a story to tell, and we can say this...

With major brands and private label owners focusing intently on consumer lifestyle trends, the Personal & Home Care (P&HC) products world is becoming ever more dynamic, competitive and creative. The industry's products address our most basic human needs and wants, taking into consideration important idiosyncrasies in every region and locality around the world.

For this reason, today's P&HC products are rich with features and functionality that keep items moving into the consumer's cart, in the store or online. Shoppers expect solutions that deliver ever-greater convenience and personalization. In short, they want products that make life easier. Of course, this applies to consumer electronic gadgets, but it also applies to the newest personal and home care solutions as well.

P&HC industry innovations are blazing new paths at a tremendous pace. A decade ago, who would have imagined that a printed baby diaper top sheet could serve as a wetness indicator? Or that adult incontinence products would be available to fit comfortably and discreetly under the latest fashions and, in fact, make a fashion statement themselves through an array of contemporary colors and prints? Who would have thought that a disposable mopping cloth could cleverly capture dirt and incorporate a built-in scrub pad, transforming how millions of people clean their floors? Or could anyone foresee that diapers would be personalized, that disposables would become cloth-like and stylish with designs for all ages or that any nonwoven product could be eco-friendly?

The answer is that P&HC product differentiation and R&D have been sailing full steam ahead, and the results are nothing short of awe-inspiring. And behind the brands introducing many of these innovations is Web Industries.

We're the precision nonwoven printing, converting and outsource manufacturing supplier helping them bring their visions to life.

Tackling complex problems, exposing opportunities for efficiency.

How does Web help its OEM and Tier One customers achieve their product aspirations? It all starts at our Fort Wayne, Indiana, production facility. At 160,000 square feet (14,864 square meters), this operation can hold almost three NFL football fields or about two FIFA soccer pitches. Inside are 35 precision converting and manufacturing lines, including the world's largest custom designed slitting and spooling lines. Web can precision slit and traverse wind up to 12-inch wide material and handle raw material rolls greater in outer diameter (OD) than the average human being is tall. That's 6-feet (1.8 meters) OD. The facility also is equipped with state-of-the-art eight-color wide-web flexographic presses capable of running water or solvent based inks. Integrated with Web's in-line slitting and spooling systems, this machinery renders compelling brand imagery and performs functional printing for applications such as wetness indicators.

What this boils down to is high speed and high efficiency for nonwoven material and product manufacturers. With Web as a converting partner, it's possible to leverage very large nonwoven parent rolls and, in turn, process them into large rolls of formatted material as opposed to the industry's use of traditional pancake rolls or slit pads or festooned materials. Web-formatted rolls contain exponentially more material and can run uninterrupted for much longer periods on downstream P&HC product manufacturing lines. This adds up to optimized automation savings and reduced labor costs for our partners.



Web Industries' nonwovens converting expertise and unwavering commitment to quality have earned us the trust of the biggest names in nonwovens product manufacturing. As a 100-percent employee-owned company, Web's associates have a vested interest in making sure every formatted material that leaves our facilities is ready to make a top-quality product in our customers' operations. For example, Web engineers and production leaders understand the nuances of handling today's ultra-thin nonwoven materials. We excel at "right gauging" materials and processes to ensure top performance. That takes not only decades of experience but also expertise with technologies such as:

- Improved tension control to handle the range of thin, extensible materials to thicker, high-loft materials.
- Computer-controlled air cylinders for proper pack pressure.
- State of the art 100% vision inspection system, paired with high resolution cameras to inspect full web while running.
- New ink systems that deliver functionality.
- Combining multi-color printing with high precision narrow to wide-width slitting.
- Combining multi-color printing with traverse winding to drive efficiencies.

Achieving sustainability goals together

Web Industries' process experts can also help P&HC brand owners as they navigate how to achieve environmental objectives. Our team can advise on nonwoven materials and processes that will:

- Conserve energy
- Reduce waste
- Decrease chemical consumption
- Utilize more plant-based content
- Improve recyclability

Inside Web's own operations, visitors see sustainable practices at work every day, from recycling to a relentless focus on waste reduction.

A case in point

Web helped one global P&HC product manufacturer to significantly streamline its manufacturing and logistics processes. Before working with Web, the customer was using different locations for nonwoven manufacturing, slitting, printing and spooling. Nonwoven material had to be resized once before printing and again before spooling. Web was able to perform all printing, slitting and spooling under one roof, leveraging 90-inch (228.6-cm) wide parent rolls. The results?

- \$1 million+ in annual savings from elimination of intermediate resizing operations and related transportation costs
- Shorter lead times: from 6 weeks to < 2 weeks
- 70% decrease in inventory carrying costs
- 75% reduction of intermediate process waste

Who was this customer? We can't say. They don't want the word to get out to their competitors about our solutions. Can you blame them?



Maybe you have a problem we can help solve. Or an opportunity we can help you realize. Call us. And don't worry, we won't tell anyone.

About **Web Industries**

A 100% employee-owned company, Web Industries, Inc., is one of the largest and most diverse providers of precision converting and outsource manufacturing. We help customers in the Aerospace, Medical, Personal & Home Care, and Industrial markets bridge their capability gaps and accelerate their go-to-market success by leveraging close, trust-based relationships to develop ingenious solutions precisely tailored to their needs. From project inception through commercialization, Web offers creative problem-solving backed by deep technical and operational expertise.

The world's top P&HC product manufacturers trust our innovative engineering, converting, and manufacturing solutions to improve their products and get them to market ahead of the competition.

Contact Web Industries at +1 508.573.7979 or sales@webindustries.com to learn more.