

Soft Nonwovens

Problem Statement:

The hygiene market demanded softer nonwovens for critical components in diapers. The challenge was to develop a range of products that met differing perceptions of softness, while not significantly increasing total cost.

Approach:

We took a multi-faceted approach to offer customers a broad range of softness alternatives without sacrificing strength or other key attributes. Development trials as well as extensive laboratory and sensory panel tests were conducted using novel polymers, additives, bond patterns and process modifications. The samples and physical property data were shared with customers for feedback.

Solution:

Several new products were successfully introduced into the market including:

- Spunbond produced with new, softer formula
- Honeycomb soft-bonding pattern
- CD-Rod soft-bonding pattern
- PE/PP bicomponent combined with soft-bonding pattern
- New, softer formula combined with soft-bonding pattern.

These newly developed products can be found in diaper topsheets, backsheets, ears and other components that require exceptional softness.