

# MONDAY, JULY 12

## WELCOME RECEPTION

7:00 pm – 9:00 pm

Location: Marquis A



# TUESDAY, JULY 13

## BREAKFAST CONNECTIONS

8:00 am – 8:30 am

Room: Imperial Foyer (Marquis Level)



## WELCOME

8:30 am – 8:35 am

Dave Rousse, President, INDA

Room: Imperial Ballroom (Marquis Level)

## WIPES AND THE GROWING PLASTICS DEBATE

8:35 am – 11:10 am

Moderator: Jan O'Regan, Director, Nonwovens Marketing, Cotton Incorporated

Room: Imperial Ballroom (Marquis Level)

8:35 am – 9:00 am

*Recent Developments Under the EU Green Deal and Plastics Strategy – Update on the Impact of the Pandemic*

**Gyöngyi Dávid, Attorney at Law, V V G B Advocatén-Avocats**, Director – EHS Regulatory, Steptoe & Johnson LLP (Virtual)

9:00 am – 9:25 am

*European Single Use Plastic Directive*

**Gil Stevens**, External Relations & Sustainability Director, EDANA (Virtual)

9:25 am – 9:50 am

*A Look at the Aftermath of the EU SUPD. Viscose Rayon and Lyocell – Are They Interchangeable? Are All Viscose and Lyocell Made Equals? A Guide for Product Developers and Brand Managers*

**Jean-François De Gruttola**, Business Development Director, Americas, Europe, Middle East and Africa, Lenzing Fibers Inc. (Virtual)

## COFFEE & NETWORKING

9:50 am – 10:20 am

Room: Imperial Foyer



10:20 am – 10:45 am

*Canadian Plastic Policy Update*

**Karyn M. Schmidt**, Senior Director, Regulatory & Technical Affairs, American Chemistry Council (ACC)

10:45 am – 11:10 am

*State Plastic Policies – The Latest Legislative Developments*

**Andrew Hackman**, Principal Lobbyist, Serlin Haley

## WIPES AND THE GROWING PLASTICS DEBATE – Q&A

11:10 am – 11:25 am

## GOVERNMENT AFFAIRS UPDATE

11:25 am – 12:00 pm

Moderator: Jan O'Regan, Director, Nonwovens Marketing, Cotton Incorporated

Room: Imperial Ballroom (Marquis Level)

11:25 am – 12:00 pm

*Policy Update: 2020 Was a Mess. What's Next in 2021?*

**Jessica Franken**, Director of Government Affairs, INDA (Virtual)

## GOVERNMENT AFFAIRS UPDATE – Q&A

12:00 pm – 12:05 pm

## THANK YOU TO

**SHEMESH AUTOMATION**  
PRUDENT PACKAGING SOLUTIONS



## FOR SPONSORING THE JULY 13TH COFFEE BREAKS

## LUNCH

12:05 pm – 2:00 pm

## COFFEE & NETWORKING

1:30 pm – 2:00 pm

Room: Imperial Foyer (Marquis Level)



## THE CONFUSING WORLD OF REGULATIONS IMPACTING THE DISINFECTING AND SANITIZING WIPES: EPA? FDA? NEITHER? BOTH? THE COMPLICATED REALM OF CLAIMS, REGULATORY REQUIREMENTS AND WHERE TO TURN TO GET IT RIGHT!

2:00 pm – 4:00 pm

**Moderator:** Jeff Slosman, President, National Wiper Alliance, Inc.

Room: Imperial Ballroom (Marquis Level)

2:00 pm – 2:30 pm

*The FDA & EPA Framework of Regulations: Dry Wipes – Capture vs. Kill Claims – and Canadian Confusion*

**Tony Herber**, Principal Regulatory Consultant/ Assistant Federal Team Manager, Scientific & Regulatory Consultants, Inc. (SRC, Inc.)

2:30 pm – 2:45 pm

*Emerging Pathogens, Disinfection vs. Soap & Water, and Manufacturers' Concerns*

**Andrea Mojica**, Vice President, Regulatory Affairs, Household & Commercial Products Association (HCPA) **(Virtual)**

2:45 pm – 3:00 pm

*Food Contact Wipes*

**Matt Schiering**, Chief Marketing Officer, Contec, Inc. **(Virtual)**

## COFFEE & NETWORKING

3:00 pm – 3:10 pm

Room: Imperial Foyer (Marquis Level)



3:10 pm – 3:35 pm

*COVID-19's Impact on the EPA's Labeling & Claims Rules*

**John Hebert**, Branch Chief, U.S. Environmental Protection Agency (EPA) **(Virtual)**

3:35 pm – 4:00 pm

*Antiseptics – The Past, the Present and the Future*

**David C. Steinberg**, President & Founder, Steinberg & Associates, Inc. **(Virtual)**

## THE CONFUSING WORLD OF REGULATIONS IMPACTING THE DISINFECTING AND SANITIZING WIPES – Q&A

4:00 pm – 4:30 pm

## WORLD OF WIPES INNOVATION AWARD® 2021 PRESENTATIONS

4:30 pm – 5:00 pm

**Moderator:** Tom Carlyle, Nonwovens Commercial Manager – Americas, Lenzing Fibers, Inc.

Room: Imperial Ballroom (Marquis Level)



4:30 pm – 4:40 pm

*Kimberly-Clark Scott® 24 Hour Sanitizing Wipes*

**Julia Georgoff**, General Manager of NA Wipers & Home Pro Business, Kimberly-Clark Corporation

4:40 pm – 4:50 pm

*LENZING™ Lyocell Skin fibers*

**Viktoria Reidl**, Product Marketing, Lenzing Fibers Inc.

4:50 pm – 5:00 pm

*Shark VACMOP™*

**Michael Niemeyer**, Director of Product Development, SharkNinja

## WORLD OF WIPES INNOVATION AWARD® PRESENTATIONS 2021 – Q&A

5:00 pm – 5:15 pm

## INDA LIFETIME TECHNICAL ACHIEVEMENT AWARD

5:15 pm – 5:20 pm

**Moderator:** Dave Rouse, President, INDA

Room: Imperial Ballroom (Marquis Level)



## TABLETOP DISPLAYS AND RECEPTION

5:20 pm – 7:00 pm

Room: International 1-10 & Foyer (International Level)



# WEDNESDAY, JULY 14

## BREAKFAST CONNECTIONS

8:00 am – 8:30 am

Room: Imperial Foyer (Marquis Level)



## TRENDS IN THE WIPES MARKET AND AMONG CONSUMERS

8:30 am – 10:10 am

**Moderator:** Jonathan Layer, VP Sales and Marketing – Americas, Birla Cellulose/Multifibres and Yarns (USA) Inc.

Room: Imperial Ballroom (Marquis Level)

**8:30 am – 8:55 am**

*Understanding the State of the Nonwovens Wipes Industry and a Market Gone Mad*

**Brad Kalil**, Director of Market Intelligence & Economic Insights, INDA

**8:55 am – 9:20 am**

*I&I Cleaning Wipes: Market Statistics and End User Insights*

**Laura Mahecha**, Industry Manager, I&I, Kline & Co. (Virtual)

**9:20 am – 9:45 am**

*Consumer Wipes: Look at the Post-COVID World*

**Svetlana Uduslivaia**, Head of Research, Euromonitor International

**9:45 am – 10:10 am**

*Growth and Demand of Canister Wipes Converting Lines in the US and Around the Globe*

**Jay Roth**, Director of Sales, Elsner Engineering Works, Inc.

## TRENDS IN THE WIPES MARKET AND AMONG CONSUMERS – Q&A

10:10 am – 10:30 am



## COFFEE & NETWORKING

10:30 am – 11:00 am

Room: Imperial Foyer (Marquis Level)



## INNOVATION IN WET WIPE PRESERVATIVES

11:00 am – 11:50 am

**Moderator:** Jeff Willis, Principal, Nonwovens By Design  
Room: Imperial Ballroom (Marquis Level)

**11:00 am – 11:25 am**

*Wipes Don't Go Moldy... Do They?*

**Heidi Beatty**, CEO, Crown Abbey, LLC (Virtual)

**11:25 am – 11:50 am**

*Unveiling Wet Wipes Preservation: New Findings on Microbial Risks and Novel Preservative Solution Created by Rational Design*

**Paul Salama, Ph.D., Eng.**, CTO & Head of Innovation, Sharon Laboratories

## INNOVATION IN WET WIPE PRESERVATIVES – SESSION Q&A

11:50 am – 12:00 pm

## LUNCH

12:00 pm – 2:00 pm

## COFFEE & NETWORKING

1:30 pm – 2:00 pm

Room: Imperial Foyer (Marquis Level)



**THANK YOU  
FOR SPONSORING  
THE FACE MASKS**

**COVID-19 IMPACT ON WIPES CONSUMPTION & CLEANING HABITS**

**2:00 pm – 3:15 pm**

**Moderator:** Jay Roth, Director of Sales, Elsner Engineering Works, Inc.

**Room:** Imperial Ballroom (Marquis Level)

**2:00 pm – 2:25 pm**

*Consumer Wipes Usage During the COVID-19 Pandemic and What the 'Next Normal' May Look Like*

**Chris Dresselhuys**, Business Director – North American Retail Wipes, Rockline Industries

**2:25 pm – 2:50 pm**

*Wipes, Cleaning and COVID: What Have We Learned Through the Pandemic?*

**Brian Sansoni**, Senior Vice President, Communications, Outreach & Membership, American Cleaning Institute®

**2:50 pm – 3:15 pm**

*Challenges and Tough Decisions in Pandemic Response*

**Jason White**, Research Fellow – Wipes, The Clorox Company

**COVID-19 IMPACT ON WIPES CONSUMPTION & CLEANING HABITS – Q&A**

**3:15 pm – 3:30 pm**

**COFFEE & NETWORKING**

**3:30 pm – 4:00 pm**

Room: Imperial Foyer (Marquis Level)



**SUSTAINABLE PACKAGING & DISPENSING FOR WIPES**

**4:00 pm – 5:15 pm**

**Moderator:** John Poccia, President, Poccia Consulting, LLC

**Room:** Imperial Ballroom (Marquis Level)

**4:00 pm – 4:25 pm**

*Creating Value Through Dispensing*

**Doug Kretchmer**, President, The Green Edge

**4:25 pm – 4:50 pm**

*Sustainability Impacts Across the Value Chain of Wipes Packaging*

**John Wilson**, Director – Marketing & Sustainability, Amcor Flexibles North America

**4:50 pm – 5:15 pm**

*Sustainable Packaging Options for Wet Wipes*

**James Harvey**, Director of Market and Product Development, ColorMasters LLC, and **Carl Cucuzza**, President and Managing Partner, Teknoweb NA LLC

**SUSTAINABLE PACKAGING & DISPENSING FOR WIPES – Q&A**

**5:15 pm – 5:30 pm**

**TABLETOP DISPLAYS AND RECEPTION**

**5:30 pm – 7:00 pm**

Room: International 1-10 & Foyer (International Level)



# THURSDAY, JULY 15

## BREAKFAST CONNECTIONS

8:00 am – 8:30 am

Room: Imperial Foyer (Marquis Level)



## NONWOVEN SUBSTRATES FOR MORE SUSTAINABLE WIPES

8:30 am – 10:35 am

**Moderator:** Kyra Dorsey, Ph.D.,  
Product Development Manager, Suominen

Room: Imperial Ballroom (Marquis Level)

8:30 am – 8:55 am

*Sustainable Solutions for Wipes*

**Vishal Bansal**, Vice-President, Innovation, and  
**Silke Brand-Kirsch**, VP, Marketing and Business  
Development, Glatfelter Gernsbach GmbH  
(Brand-Kirsch – Virtual)

8:55 am – 9:20 am

*Plastic Free Wipes – A Natural Concept*

**Richard Knowlson**, Principal, RPK Consulting,  
and **Jan O'Regan**, Director,  
Nonwovens Marketing, Cotton Incorporated

9:20 am – 9:45 am

*Hemp Fibers in Nonwovens – Ready for  
The Big Time?*

**Paul L. Latten**, Director of Research &  
Development and New Business, Southeast  
Nonwovens, Inc.

9:45 am – 10:10 am

*Sustainable Hygiene Products & Single-use  
Items – Are There Eco-friendly Alternatives?*

**Lothar Kaierle**, VP – Sales Nonwoven,  
American, American Truetzschler, Inc.

10:10 am – 10:35 am

*Sustainable Wipes Based  
on Synthetic Substrates*

**Piyush Thakre, Ph.D.**, Application Development  
Leader, Dow Chemical (Virtual)

## NONWOVEN SUBSTRATES FOR MORE SUSTAINABLE WIPES – Q&A

10:35 am – 10:50 am

## FLUSHABLE WIPES: LOVED BY CONSUMERS, WRONGLY ACCUSED BY UTILITIES

10:50 am – 12:05 pm

**Moderator:** Dave Rouse, President, INDA

Room: Imperial Ballroom (Marquis Level)

10:50 am – 11:15 am

*Flushable Wipes: Some Rays of Light Emerging*

**Dave Rouse**, President, INDA

11:15 am – 11:40 am

*State Flushability Developments*

**Jessica Franken**, Director of Government  
Affairs, INDA (Virtual)

11:40 am – 12:05 pm

*To Flush, Or Not to Flush, That Is the Question:  
#FlushSmart Responsible Flushing Alliance's  
Public Education Campaign*

**Lara Wyss**, President,  
Responsible Flushing Alliance (Virtual)

## FLUSHABLE WIPES: LOVED BY CONSUMERS, WRONGLY ACCUSED BY UTILITIES – Q&A

12:05 pm – 12:20 pm

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## WORLD OF WIPES INNOVATION AWARD® 2021 ANNOUNCEMENT

12:20 pm – 12:30 pm

**Moderator:** Dave Rouse, President, INDA

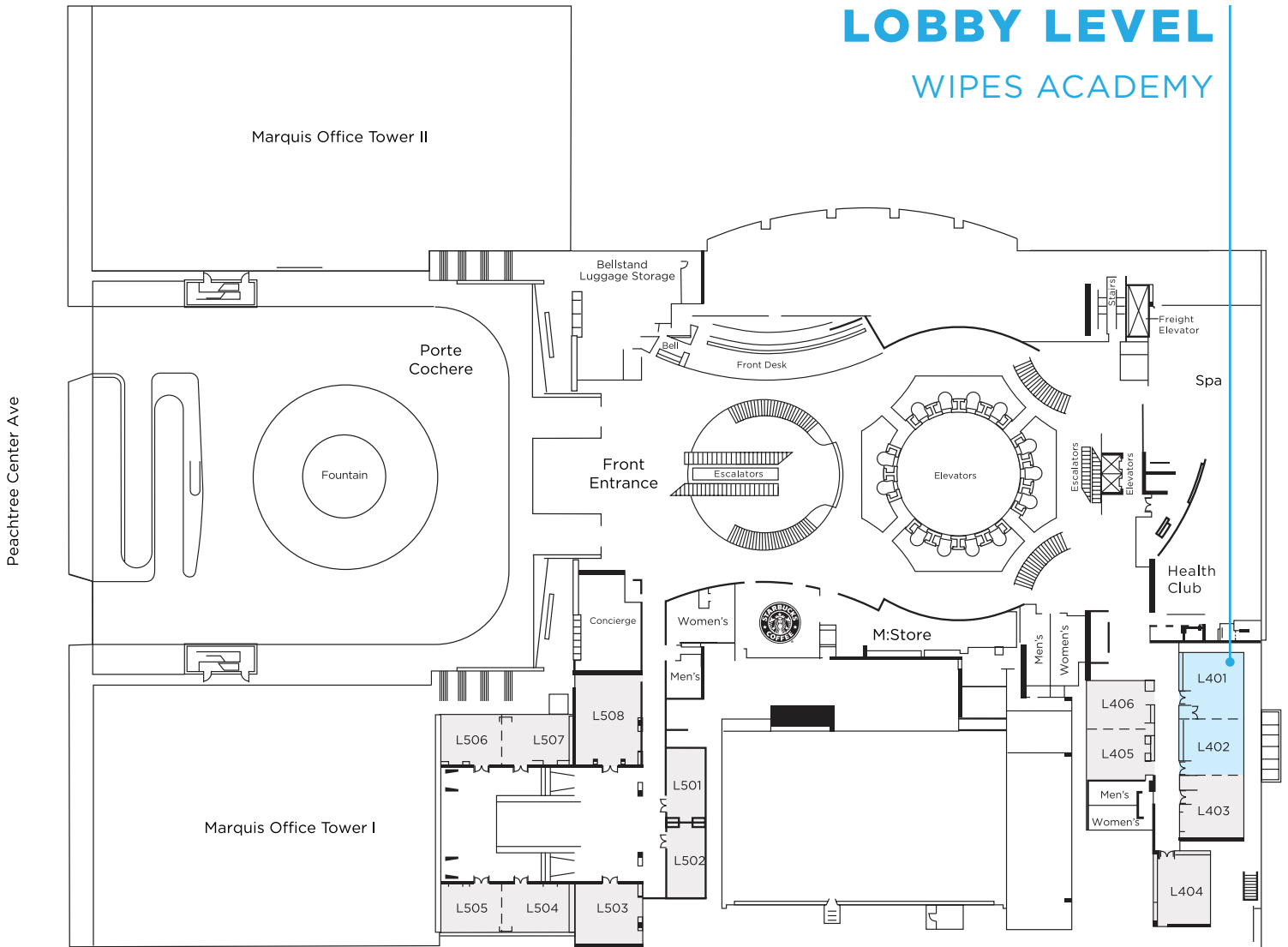
Room: Imperial Ballroom (Marquis Level)



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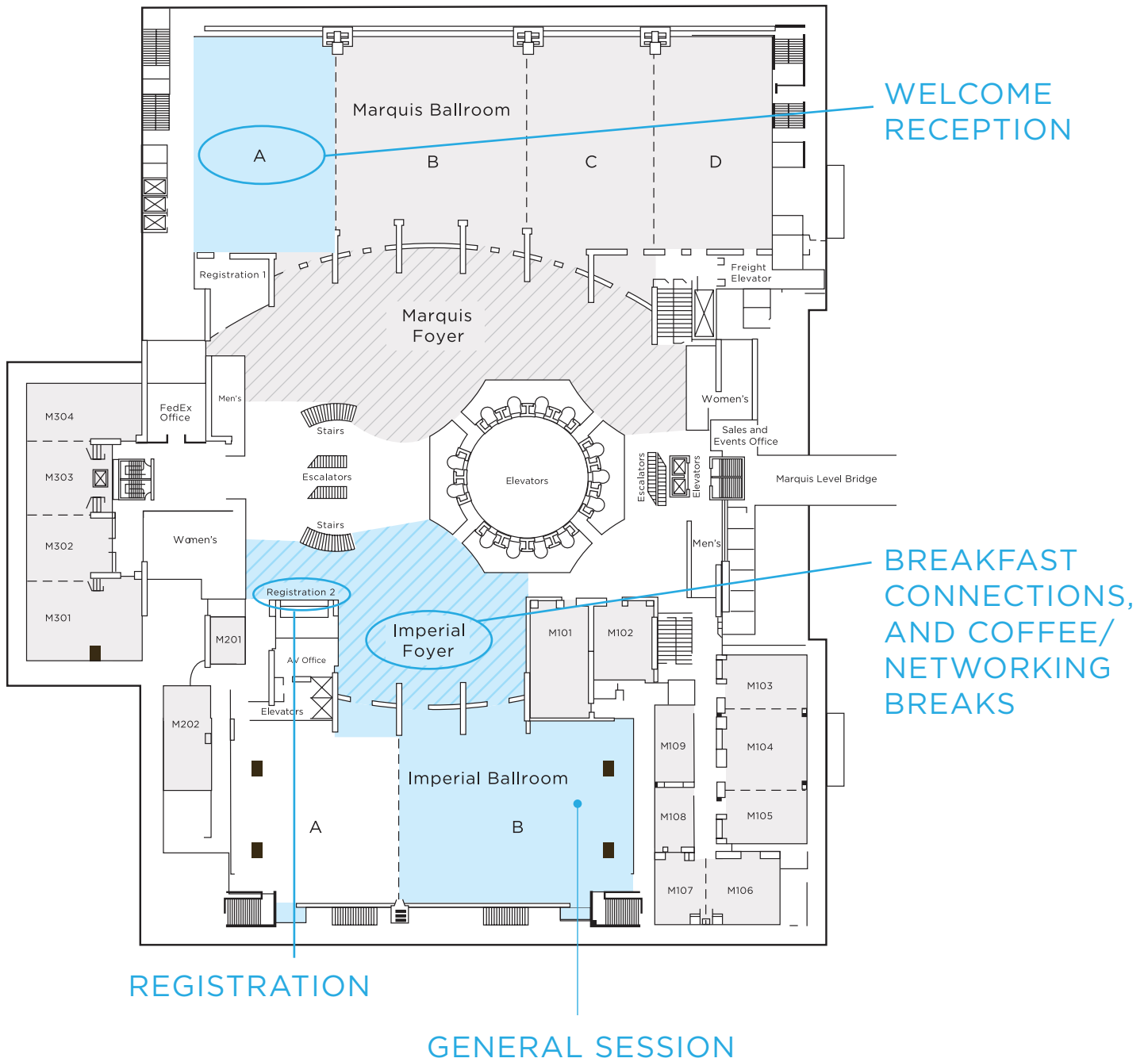
# ATLANTA MARRIOTT MARQUIS FLOORPLANS

## LOBBY LEVEL WIPES ACADEMY



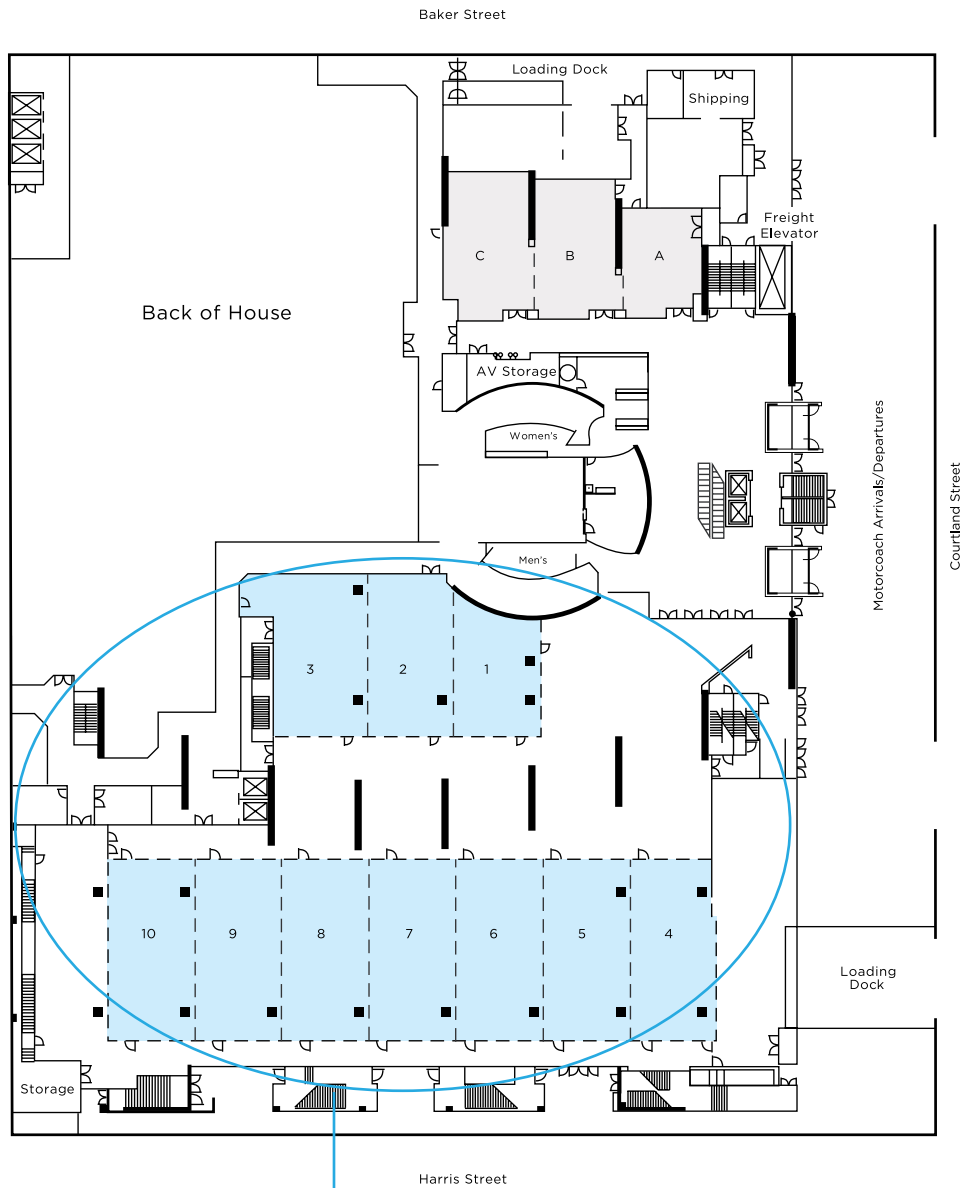
# ATLANTA MARRIOTT MARQUIS FLOORPLANS

## MARQUIS LEVEL



# ATLANTA MARRIOTT MARQUIS FLOORPLANS

## INTERNATIONAL LEVEL



TABLETOP DISPLAYS  
& RECEPTIONS