

# INDA & EDANA Explore Strategic Alliance to Benefit the Industry

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INDA, the Association of the Nonwovens Industry, based in Cary, North Carolina, and EDANA, the Voice of Nonwovens, headquartered in Brussels, Belgium, have announced the signing of a Letter of Intent (LOI) in Rome to explore a strategic alliance. This marks a significant step toward leveraging their combined expertise and resources to address global challenges and drive new opportunities in the nonwovens industry. As the nonwovens industry evolves, both associations recognize the need for a unified approach to navigate complex international markets.

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As the nonwovens industry evolves, both associations recognize the need for a unified approach to navigate complex international markets. The potential alliance aims to deliver several key benefits:

1. **Enhance the scope and value to Members:** The increased integration of resources will enable both organizations to deliver greater value to members, offering an expanded range of educational programs, enhanced networking opportunities, and access to a wider breadth of industry insights.
2. **Joint Advocacy and Representation:** The alliance will amplify both organizations' collective voice, enhancing their ability to advocate for members' interests at local, regional, and global levels, ensuring that their needs and concerns are effectively addressed.
3. **Operational Synergies:** The alliance will create efficiencies, strengthen the collective talent pool, and optimize the use of financial resources to better support member and industry initiatives.
4. **Innovation and Growth:** The alliance will drive joint initiatives and projects that foster innovation, enhance industry leadership, and support the long-term growth and sustainability of the nonwovens industry.

"This Letter of Intent underscores our commitment in exploring how we can better serve the nonwovens community and tackle industry's evolving challenges," said Murat Dogru, General Manager of EDANA. "Our purpose is to ensure that our members are well-positioned to

