ORGANISED BY edana

Defining the future for nonwovens innovation

EDANA innovation FORUM | Nonwovens for Society

11-12 JUNE 2025 EUROPE

REGISTER TODAY

11 June

09.00 - 18.00 Registration desk open

08.30 - 09.00 Welcome coffee

09.00 - 09.10 Welcome address

09.10 Advancing Nonwovens: Circularity, Fortitude & Smart Tech

- Tackling the textile tsunami: Nonwoven innovation for a circular future - **The Loop Factory**
- Creating stronger nonwoven materials using mechanical simulations at fiber level - **Beaulieu Fibres International / Ghent University**
- Shaping, translating & going beyond advanced digitalization - **Andritz**

10.25 COFFEE BREAK

11.00 Biobased Breakthroughs: Advancing Sustainable Nonwoven Fibers

- Industrial hemp fiber: Dawn or down? - **Ekolution**
- The potential of using pineapple leaf fibres in the nonwoven industry - **Ananas Anam**
- Plant based and biodegradable innovations for sustainable nonwovens - **Kaneka**

12.35 LUNCH BREAK

14.00 Advancing Knowledge: Strategic Priorities & (Global) Partnerships in Research

In this session will explore how research organizations such as CETI, NIRI, STFI and ITA, define their strategic priorities and how their unique capabilities can align with industry needs. We'll also look at how the partnerships and cross-sector collaboration open new opportunities for co-creation, innovation, and long-term impact.

15.25 COFFEE BREAK

16.00 Workshop: Capturing Serendipity – Harnessing the Unexpected in Research and Innovation

- **Keynote:** Fiber alchemy by chance: transforming textile waste into structural innovation - **Eichinger**
- **Roundtables discussions**

18.30 Cocktail dinner: Yacht cruise on the Seine

12 June

08.30 - 16.00 Registration desk open

08.30 - 09.00 Welcome coffee

09.00 KEYNOTE SPEAKER: Oliver Breucker - Roover Consulting
AI in Action: Fostering innovation and creativity in product development with AI tools

10.00 COFFEE BREAK

10.30 Redefining Nonwovens: Sustainable Materials & Smart Solutions

- Nonwoven materials as engagement surfaces - integration of functions support enhanced sustainability- **Gottlieb Binder**
- Beyond Plastic: Innovative hygiene packaging redefines sustainability and sensory experience - **Paptic**
- Introduction of the first superabsorbent polymer with product carbon footprint of zero - **BASF**
- PLA Fiber: A Revolutionary Innovation for the Future of Disposable Applications - **Fiberpartner**

12.10 LUNCH BREAK

13.10 Keynote speaker from Station F

14.00 Presentations from start-up's & visit of Station F

17.00 Goodbye drink

EDANA innovation FORUM | Nonwovens for Society

Wednesday 11 June 2025

Programme

09.00
Opening & Welcome address

Murat Dogru, General Manager - EDANA

9.10 - 10.25
ADVANCING NONWOVENS: CIRCULARITY, FORTITUDE & SMART TECH

Maria Ström, CEO - The Loop Factory

Tackling the textile tsunami: Nonwoven innovation for a circular future

- How do nonwoven recycling technologies transform textile waste into valuable resources for diverse applications?
- What are some real-world innovations in nonwoven recycling, such as high-performance padding and sustainable wool-based snow covers?
- How can circular textile solutions be scaled through industry collaboration, pilot testing, and customer-driven innovation?

Dr. Steffen Kayser, Director Automation & Digitalization - ANDRITZ

Shaping, translating & going beyond advanced digitalization

- What is the gap between shaping the world with digital innovations and translating those innovations into real-world impact?
- How can we bridge today's digital universe of unlimited possibilities with a business focus on leveraging digitalization for SMART value-add by 2030?
- What is the value proposition of AI-augmented autonomous production, and how is it connected to sustainability?

Sophie Vandewalle, Head of R&D Fibres - Beaulieu Fibres International
Lode Daelemans, Professor - Gent University

Creating stronger nonwoven materials using mechanical simulations at the fiber level

- How can fiber-level digital modeling enhance the understanding on mechanical performance of needle-punched nonwovens?
- What role do individual fiber properties—such as stiffness, yield strength, tenacity, elongation at break and friction —play in affecting nonwoven mechanical properties?
- Can digital simulation replace extensive physical prototyping in the development of high-performance nonwovens?

10.25 COFFEE BREAK

11.00 - 12.20
BIOBASED BREAKTHROUGHS: ADVANCING SUSTAINABLE NONWOVEN FIBERS

Remi Loren , Founder & CEO - Ekolution

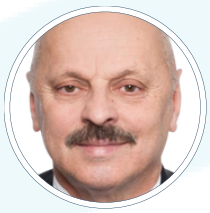
From field to fiber: Bio-based hemp solutions for tomorrow's nonwovens

- How are bio-based hemp fibers unlocking circular, high-performance alternatives in the nonwovens industry?
- What scalable innovations are transforming hemp fiber processing, from raw material to advanced nonwoven applications?
- How can CO_2-negative materials deliver sustainability, functionality, and traceability — from the field straight to your product?

Dr. Carmen Hijosa, Founder & Creative Director - Ananas Anam

The potential of using pineapple leaf fibres in the nonwoven industry

- What is Piñatex, and how does it serve as a nonwoven alternative to leather made from pineapple leaf fibres?
- What is the market potential of sustainable nonwoven materials made from pineapple leaf fibres for the fashion, interiors, and automotive industries?
- What new innovations and product development opportunities could open up new markets for nonwoven applications using pineapple leaf fibres?



Dr. Stanislaw Haftka, Business Development Manager - Kaneka Europe Holding

Plant based and biodegradable innovations for sustainable nonwovens

- How can a 100% renewable, plant-based polyester provide a sustainable solution to the nonwoven industry, offering natural biodegradability and compostability at end of life?
- What is the potential for developing nonwoven, microplastic-free applications that support the industry's transition toward eco-friendly solutions?
- In which real-world applications can plant-based, biodegradable materials make a significant impact—particularly in sectors such as food packaging, hygiene, and agriculture?
- How can partnerships between material innovators and nonwoven manufacturers accelerate the adoption of eco-friendly solutions and drive sustainability initiatives?

12.35 LUNCH BREAK

14.00 - 15.25
ADVANCING KNOWLEDGE: STRATEGIC PRIORITIES & (GLOBAL) PARTNERSHIPS IN RESEARCH

In an era defined by rapid transformation and complex global challenges, research institutions play a pivotal role in shaping the future. This session will explore how research organizations define their strategic priorities and how their unique capabilities can align with industry needs. We'll also look at how the partnerships and cross-sector collaboration open new opportunities for co-creation, innovation, and long-term impact.

Ceti TRANSFORMATIVE TEXTILES

CETI - Transformative Textile

CETI covers every link in the textile value chain, from the creation of raw materials to the design of finished products. With in-depth expertise, they are involved at every stage: from the elaboration of synthetic and artificial filaments, to the transformation of natural or blended fibers into yarns. Their experts also master the processes involved in the production of nonwoven, woven or knitted textile structures, as well as finishing and confectioning processes for fashion, apparel or technical applications. Technical textiles play a central role in our research and industrial support projects. Their state-of-the-art equipment and in-depth knowledge of materials enable them to develop innovative structures adapted to the functional, normative and environmental constraints specific to each sector of activity.

Mesut Cetin, Managing Director - Institute of Textile Technology Augsburg

The Institut für Textiltechnik Augsburg gGmbH (ITA Augsburg) is an international research service provider specializing in high-performance fiber materials and their manufacturing technologies. As part of the ITA Group associated with RWTH Aachen University, one of Europe's largest textile research institutes, ITA Augsburg focuses on several key areas:

Textile and Composite Recycling: extensive expertise in the reuse of secondary raw materials for the composite industry, as well as in processing and analyzing used textiles for more than 10 years.

AI and Digitalization: The institute develops AI-supported processes to optimize production workflows in the textile, plastics, and composites industries, with a strong focus on increasing both efficiency and sustainability.

Recycling Atelier: As the world's first model and learning factory for mechanical textile recycling, ITA Augsburg's Recycling Atelier researches pioneering methods for circular reuse of textiles.

Matthew Tipper, CEO - Nonwovens Innovation & Research Institute (NIRI)

NIRI is an industrial materials research consultancy focused on helping its clients improve their profitability through product development and problem solving, new market and application identification and intelligence, and scale-up of new technologies.

Working confidentially with industrial companies, NIRI's commercially-viable research approach develops new technologies and IP in the fields of polymers, fibres, nonwovens and functionalisation/after-treatment, with a heavy emphasis on sustainability/circularity.

Current projects cover a wide range of applications, from filtration to military and hygiene to food and beverage.

Heike Illing-Günther, Managing Director - Sächsisches Textilforschungsinstitut (STFI)

Since its foundation in 1992, STFI has been a strong innovation partner and reliable service provider on behalf of its customers. The non-profit institute addresses technical and social issues with an open, interdisciplinary and reliable approach. The work at the STFI focuses on technical textiles, nonwovens, lightweight textile composites, functionalisation, recycling, digitalisation and artificial intelligence.

Current projects include circular economy, sustainability and recycling for performance improvements in technical applications and product developements, especially with focus on wet laid technology for bio-based and recycled as well as bio-dagradable materials.

15.25 COFFEE BREAK

16.00 - 18.00
WORKSHOP: CAPTURING SERENDIPITY – HARNESSING THE UNEXPECTED IN RESEARCH AND INNOVATION

Innovation doesn't always follow a straight line. Often, it's the surprising moments—the unplanned discoveries and chance connections—that lead to the most meaningful breakthroughs. In this interactive workshop, we'll explore how serendipity fuels innovation and, more importantly, how it can be intentionally cultivated.

What if your next breakthrough isn't something you plan—but something you're ready for? Join us and find out.

KEYNOTE SPEAKER:
Dieter Eichinger, CEO & Founder - Eichinger

Fiber alchemy by chance: transforming textile waste into structural innovation

- How did a recycling experiment unexpectedly lead to the development of a new class of rigid materials made from waste textiles?
- In what ways did the combination of nonwovens, heat, and structural design transform the potential of discarded fibers?
- How did creative flexibility and so-called "productive failures" contribute to a breakthrough in sustainable innovation beyond traditional textile applications?
- What new opportunities does this innovation open up for rethinking the value and functionality of post-consumer textile waste?

After the presentation, participants will gather around the round tables to reflect and exchange ideas. Inspired by the introduction, they'll explore how the themes connect with their own experiences, spark new thoughts, or open unexpected pathways. A thoughtfully crafted set of questions will serve as gentle prompts to ignite meaningful conversation and creative exploration.

18.30 Cocktail dinner: Yacht cruise on the Seine

Join us for an unforgettable evening aboard the Yacht de Paris, where you'll enjoy a delightful cocktail dinner while cruising along the Seine.

Network with fellow delegates in an elegant setting, taking in the stunning views of Paris by night. A perfect way to unwind and connect after a full day of conference sessions.

EDANA innovation FORUM | Nonwovens for Society

Thursday 12 June 2025

9.00 - 10.00
KEYNOTE SPEAKER

Oliver Breucker, Co-CEO & AI Consultant - Roover Consulting

AI in Action: Fostering innovation and creativity in product development with AI tools

- Learn how to use AI tools to spark innovation and accelerate ideation in product development
- Discover practical techniques to enhance creative workflows and accelerate idea generation
- Experience live demos of AI tools and use cases showing how AI can drive faster, more impactful customer-focused innovation

10.00 COFFEE BREAK

10.30 - 12.10
REDEFINING NONWOVENS: SUSTAINABLE MATERIALS & SMART SOLUTIONS

Nick Carter, Head of Innovation - Gottlieb Binder

Nonwoven materials as engagement surfaces - integration of functions support enhanced sustainability

- What inherent advantages make nonwoven materials ideal for high-performance, cost-sensitive applications such as protective wear, medical products, and hygiene solutions?
- How are recent advancements in fastening technologies enabling compatibility with downgauged nonwoven fabrics, and what implications does this have for product design and efficiency?
- In what ways can collaboration with innovation-focused partners accelerate the co-development of next-generation nonwoven materials and fastening systems?
- How can the integration of optimized fastening solutions help achieve “more performance from less material” while simplifying manufacturing and end-of-life recycling processes?

Alexandros Skouras, Director, Hygiene Sector - Paptic

Fibre-based hygiene packaging redefines sustainability and sensory experience

- What are the main challenges associated with traditional hygiene packaging materials like LDPE and bioplastics in the context of sustainability and recyclability?
- How does a fiber-based, renewable, and fully recyclable material provide a viable alternative for hygiene packaging while maintaining performance standards?
- What specific user and production benefits does this material offer, such as reduced noise, higher yield, and compatibility with existing recycling streams?
- In what ways does this innovation support brands in transitioning away from plastic, while meeting regulatory demands and enhancing overall brand perception?

Dr. Klaus Dieter Hoerner, Senior Specialist Sustainability, Business Management Superabsorbents Europe - BASF

First superabsorbent polymer with product carbon footprint of zero

- What makes this the first polyacrylate-based superabsorbent polymer with a product carbon footprint (PCF) of zero for the hygiene industry?
- How does the combination of renewable energy and renewable raw materials —through a biomass balance approach—enable uncompromised product performance?
- In what ways does this innovation contribute to reducing fossil resource use and lowering the PCF of hygiene products like diapers?
- How can this solution support the hygiene industry in meeting its sustainability goals?

Selahattin Onur, Head of Innovation & QC - Fiberpartner

PLA fiber produced with a special bio-based, biodegradable additive: a revolutionary innovation for the future of disposable applications

- Which market challenges are addressed by the innovation, particularly those related to the limitations of conventional PLA fibers?
- In what ways does the solution enhance PLA's mechanical performance, enabling its use in more demanding and high-impact applications?
- Which product categories or sectors are best positioned to benefit from the improved fiber properties—especially in hygiene, medical, and personal care markets?
- What types of strategic collaborations are necessary to bring this solution to market, including manufacturing, branding, and regulatory partnerships?

12.10 LUNCH BREAK

13.10 - 14.00
KEYNOTE PRESENTATION FROM STATION F

14.00 - 15.30
PRESENTATIONS FROM START-UP'S

15.30 - 17.00
PRESENTATION OF STATION F & VISIT

17.00 GOODBYE DRINK

All presentations and moderated sessions will be held in English.

This programme may be subject to last-minute changes and cancellations. All timings are approximate and may be subject to change due to unforeseen delays or adjustments.

The opinions expressed in the papers presented are those of the authors, and not necessarily those of EDANA.

EDANA assumes no responsibility for these opinions or for accuracy of the information contained.