

**“Tesco to Ban Plastic-Based Baby Wipes”**  
~ Feb 2022, Nonwovens Industry

**“Sumo & Kelheim Fibres Develop Sustainable And High-Performance Absorbent Washable Diaper Pad”**  
~ March 2022, Textile World

Tesco will be the first retailer to ban sale of plastic based baby wipes, with effect from this month, and announced to develop its own-brand wipes from plant based viscose.

Consumer’s preference for nonwovens (wipes, baby diapers and feminine care, etc) made with environmental friendly sources such as cotton, pulp, hemp and bast fibers, has become a critical driving factor towards sustainable and plastic-free products. As wipes usage escalated especially with the pandemic, the industry also face impending pressure from the government legislation like the EU’s Single Use Plastics Directive, and others in US.

Research and development for sustainability has began years before, hence the increased offerings in eco-friendly nonwoven products and packaging. There are still ongoing needs to improve the performance/quality of the products such as flushability, biodegradability or compostability, and etc, as well as cost economics of production from the new fiber materials.

Join us at CMT’s Cellulose Fibers in Wipes & Nonwovens on **6 April 2022 at 14:30 CEST (GMT+2)**, as we gather experts to discuss on what the industry is working towards quality and sustainable nonwovens, developmental work on compostability and flushability, as well as eco-advantages of alternative fiber materials.

Register now or Contact [grace@cmtsp.com.sg](mailto:grace@cmtsp.com.sg) for more information.



Virtual Networking Interactions



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# Cellulose Fibers in WIPES & NONWOVENS

6 APRIL 2022, 14:30 CEST (GMT +2)

6 April 2022, Wednesday

14:30 CMT & Moderator’s Welcome

14:40 **How Functionalized Viscose Allows for the Duality of High Performance & Sustainability in Wipes & Hygiene Applications**

Ms. Ilka Kaczmarek, Innovation Manager  
Kelheim Fibres GmbH

15:10 **Reducing Climate Impact through Cellulosic Fiber Innovations**

Mr. Arne Grünwald  
Global Product Management  
Lenzing AG | Lenzing Group

15:40 **EU SUP directive and cellulosic fibre innovations for plastic free wipes & hygiene products**

Mr. Rahul Bansal, AVP & Head – Global Business Development (Nonwovens)  
Birla Cellulose Pvt. Ltd

16:10 Virtual Networking Interval  
(20 minutes virtual interaction at CMT MEET’s Networking Rooms)

16:30 **Sustainable Development of Hemp Fibers for Wipes & Nonwoven Applications**

Mr. Jason Finnis, Chief Innovation Officer  
Bast Fibre Technologies Inc

17:00 **Fast Tracking Next Gen Alternatives to Wood Fibre**

Valerie Langer, Fiber Solutions Strategist  
Canopy Planet

17:30 Closing Remarks & Virtual Networking