

□Barnhardt Purified Cotton Team Attends WOW 2017

Ginny Casstevens, Chuck Allen, Levin Lynch, and George Hargrove all attended the recent World of Wipes Conference in Nashville, Tennessee. Grand Old Opryland Resort was the host site to almost 500 attendees at this year's conference. It was another outstanding INDA event.

Kimberly Clark Hosts the Welcome Reception

The week began with a welcome reception hosted by [Kimberly Clark](#) that was held in the Grand Old Opry Performance Hall. Attendees had the opportunity to visit backstage and see where the entertainers relax prior to performing. The reception was actually held on the stage of the performance hall, with great food, wine, and music to enjoy.

The resort is a huge venue and allowed participants to get their daily dose of exercise coming and going to the meetings. The presentation hall was conveniently located in close proximity to private meeting rooms held by many of the attending companies. The close proximity allowed many impromptu meetings to be held in an informal atmosphere that was welcoming to all.

The Barnhardt Purified Cotton team partnered with [Cotton Incorporated](#) in preparing welcome bags for all attendees that included refreshments, refreshing Intrinsic's [100% Naturelle™ Cotton Cleansing Wipes](#), and a very nice zip charger provided by Cotton Incorporated. ([Intrinsic's](#) is a division of the Barnhardt Natural Fibers Group.)

INDA Impresses Again with Another Great Event

As usual, the INDA team did an incredible job of planning and organizing the event to assure everyone attending had the opportunity to fulfill their goals. The speakers and topics were certainly germane to today's marketplace, with discussions about flushability, regulatory updates, sustainability, and consumer insights. The tabletops and reception are always well attended, and provided yet another opportunity to visit with the companies that are on display—and mix with other companies up and down your supply chain, too.

Of course, the event also offered the opportunity to go into the Nashville city center and enjoy the many different food and entertainment venues that Nashville is known for in a visitor-friendly atmosphere. [The Barnhardt team](#) came away energized from the many new opportunities for [Purified Cotton](#) in wipes that were discussed during our stay at this year's WOW Conference.

Congratulations to the entire INDA team for yet another great job! We look forward to seeing you next year in Chicago for WOW 2018 from June 4 to June 8.