

2016 IDEA Conference Recap

The [Barnhardt Natural Fibers](#) team was in Boston for the 2016 [IDEA Conference](#) sponsored by INDA. INDA reports that there was record attendance for the tradeshow with over 7,000 registrants (6% increase over the last conference in 2013) and 555 exhibitors (a 15% increase).

The Barnhardt team attending included Lewis Barnhardt, President & COO; George Hargrove, VP Sales & Marketing; Ginny Casstevens, Director of Nonwoven Fiber Sales; Tom Robinson, Director of Operations; Chuck Allen, Director of Product Development; and Levin Lynch (our newest team member and Account Manager).

Barnhardt introduced their newest product during the show: HySpurse™, which is a [Purified Cotton](#) fiber developed for applications that require consistent short fiber length for dispersibility. While the HySpurse™ shown during the conference had been engineered to 6 mm, we have the capability to provide other lengths according to customer requirements.

Barnhardt also had sample rolls of thru-air bonded blends of HyDri® and HiLoft® Purified Cotton blended at 30% levels with bicomponent low melt synthetics designed for ADL and surge layers.

Attendees from over 60 countries attended the show and many of the companies represented from all over the globe visited the Barnhardt booth during IDEA. It was apparent during the show that the demand for Purified Cotton in hygiene and wipe applications is growing rapidly. Barnhardt's product line has positioned the company well to provide customers just the right product for their unique application.