

3rd Annual Hygienix Conference Recap

The [3rd Annual Hygienix™ Absorbent Hygiene and Personal Care Market Conference](#) was held last month in Austin, Texas on November 6-9. The conference was extremely well attended with 530 participants. Attending this year's conference from Barnhardt were Lewis Barnhardt, President; Ginny Casstevens, Director of Fiber Sales to Nonwovens; Levin Lynch, Account Manager; Chuck Allen, Director of Product Development; and George Hargrove, Vice President of Sales & Marketing.

Industry Experts Spoke on Cotton-centric Topics

The conference had a great slate of speakers from the industry as well as others from outside of the industry. Relevant subjects such as Brand Disruptors, Perspective on Diapers, Perspective on Adult Incontinence, Retail and Demographic Groundswell, and Material Science Development in Absorbent™ Hygiene Products were just a few of the topics covered.

The Conference Offered Many Networking Opportunities

The opening evening of the conference was a networking reception held by INDA for the attendees at the Renaissance resort where the conference was held. Over the next two evenings, 52 different companies had tabletops to exhibit their products or service while the attendees enjoyed great food and drink in a casual environment. Barnhardt also had a meeting room for confidential discussions with business partners—and prospective partners as well—to discuss the many products Barnhardt Natural Fibers Group produces for hygiene. This includes products for [baby care](#), [adult care](#), and [feminine care](#).

The Time for Purified Cotton Is Now

As the Barnhardt team left Austin, we all agreed that the time for Purified Cotton™ in hygiene products has arrived. We had many discussions with visitors from all levels of the supply stream interested in integrating Purified Cotton™ into their products. Barnhardt representatives are experts in identifying the correct product for the right application, and in aligning supply stream partners to meet consumers' needs.

Want to learn more about [Purified Cotton™](#)? Visit our [Applications page](#), or read up on our [Totally Chlorine-Free process](#) .