

Barnhardt Team Visits Orlando for Hygienix 2018

The Barnhardt Manufacturing team visited Orlando last month for Hygienix 2018, the premier industry meeting for the absorbent hygiene and personal care markets.

President and Chief Operating Officer Lewis Barnhardt, Vice President of Sales and Marketing George Hargrove, Director of Purified Cotton Sales in Nonwovens Ginny Castevens, and Account Manager for Purified Cotton Sales Levin Lynch joined more than 500 attendees from around the globe at Orlando's Portofino Resort for the gathering, held November 5-8.

The event centered on several themes that are redefining the hygiene industry, including sustainability, emerging markets, technology, and product innovations. Hygienix is a production of INDA, the Association of the Nonwoven Fabrics Industry, which serves hundreds of member companies in the nonwovens/engineered fabrics industry doing business worldwide. Events like Hygienix supply industry leaders with educational courses and market data, as well as opportunities to connect with each other to advance their businesses and the industry itself.

At the event, the Barnhardt team hosted current and prospective customers in a private meeting room for individual discussions and strategy sessions. "Much of our discussions centered on new products integrating Purified Cotton into new hygienic applications around the world," said Hargrove.

Barnhardt's new [EVÖC process](#), which is setting a new standard of excellence for cotton in [nonwoven applications](#) was featured at the company's table-top display and a frequent topic of discussion during customer meetings.

“INDA did a great job of creating an agenda with dynamic speakers addressing topics of interest to all of the attendees,” said Casstevens. “It was great to see people representing every stop along the supply chain supporting the global hygiene industry.”

According to Lynch, the best news for the industry continues to be its high ceiling for growth. “We learned that INDA estimates an unmet need of \$170 billion in global hygiene markets, which speaks to continued high demand for purified cotton for a variety of product applications.

To learn more about Hygienix, the premier industry conference for the absorbent hygiene and personal care markets, visit <https://www.inda.org/events/hygienix18>.