

Barnhardt's INDEX Recap

[Barnhardt Natural Fibers Group](#) sent a team of their sales and executive staff to meet with customers and prospective customers during the [INDEX 14](#) show held in Geneva, Switzerland from April 8th to the 11th. The group included the company President/COO Lewis Barnhardt, VP of Sales & Marketing George Hargrove, Global Business Development Director Garland Green, and Sales Executive Rick Wright.

The Biggest and the Best INDEX Ever

Barnhardt was exhibiting at this year's show for the sixth consecutive time. This year proved to be a record-setter for show organizer, [EDANA](#), with over 560 exhibitors and over 12,500 attendees representing over 45 countries.

While the number of visitors is important to show organizers, more important to Barnhardt is the quality of the attendees. The team from Barnhardt had the opportunity to meet with their customers from all over the globe, as well as meet with potential new customers interested in integrating cotton into their product lines.

Customers Get the Lowdown on HyDri™, HiLoft™, and High Q®

Barnhardt had samples of their two newest products, [HyDri™](#) and [HiLoft™](#), as well as their well-known industry leading [High Q®](#) cotton. All of these products are targeted for nonwoven fabrics used in feminine care, adult care, and baby care applications, including topsheet material, backsheet material, and acquisition layers. Additional target markets for these products include baby wipes, surface wipes, and a broad array of other [applications](#).

Visitors to the Barnhardt booth continued to express excitement about having a cotton raw material that can now be utilized in applications such as topsheets that can replace synthetics and to begin to address the landfill and [environmental issues](#) that are ahead of us globally. Cotton has proven to biodegrade in 30 days or less in managed landfills.

In closing, we'd like to thank EDANA for hosting us yet again. We look forward to fostering some of the relationships we made at this year's show, and we'll certainly look forward to the next INDEX in 2015.