

# After VISION, Our Eyes Remain Focused On Cotton Innovation

Represented by Garland Green, Rick Wright, and George Hargrove, Barnhardt Natural Fibers Group attended the [VISION Conference](#) in Dallas, Texas, which was sponsored by sponsored by INDA. As a company we couldn't have been more excited to attend, and we definitely left feeling like we had learned a ton.

On the first night there was a get-together for newcomers, which was a great opportunity for first-time attendees to meet. That same night, consumer product titan Kimberly-Clark sponsored a reception for all of the attendees at the Maximo Cocina Mexicana, where attendees feasted on great food and drink—while also sneaking in a little networking.

During the conference, Carlos Richer (President of Richer Investment) held a four-hour informative workshop titled “Progressive Diaper Design.” Our own George Hargrove (Vice President Sales & Marketing) attended. Afterwards he said, “The workshop enforced our belief that our new products, [HyDri™](#) and [HiLoft™](#), are positioned perfectly for innovative diaper design. The [purity and whiteness](#) of our products allow substitution for what the consumer currently perceives to be cotton.”

Later, Barnhardt had a private meeting room for confidential discussions with roll good manufacturers, hygiene manufacturers, converters, and marketing companies from all around the globe. A primary—and ongoing—initiative for Barnhardt is to educate the entire supply stream on the attributes of the new innovative purified cotton products targeting hygiene products.

Luckily, the VISION Conference helped us get a good jump on

our initiative of introducing cotton innovations. We're thankful to INDA for having us, and we certainly appreciated the hospitality afforded us by the Lone Star State. Needless to say, it was time well spent, and we look forward to the next one.