

# Coatings and Laminates Move Nonwovens Forward

## Coating and Laminating

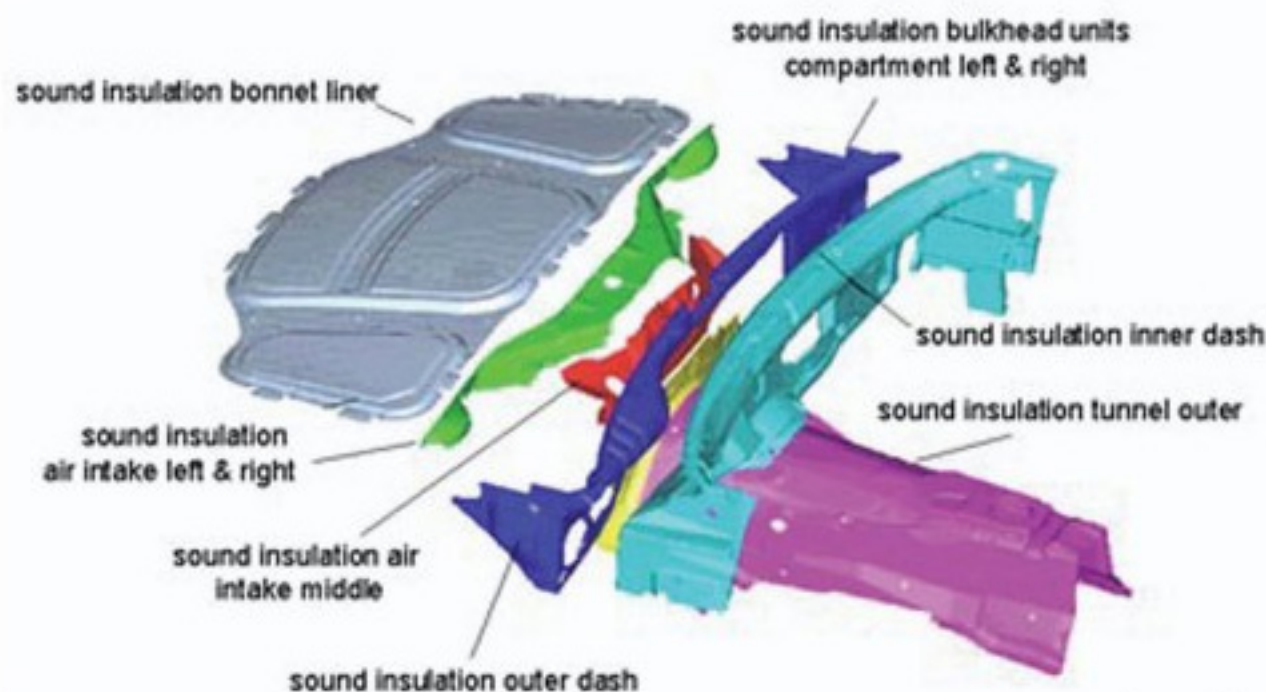


photo courtesy of Precision Custom Coatings.

uct. In an era of constant price pressures and cut-throat competition, these efforts can be cost-effective ways of standing out to customers, and nonwovens producers and converters alike are relying on them more frequently. In response, the makers of coatings, emulsions, laminates and other finishing agents as well as the companies that can add them to nonwovens are working harder than ever to innovate.

"The nonwovens industry is moving at an incredibly fast pace today," said, David Nass, business manager for engi-

that allow for desirable, subtle textures in personal cleansing products and heavy abrasive textures in hard surface cleaning products."

Celanese has recently introduced several emulsions designed to impart a neutral or positive electrostatic charge to achieve improvements in dirt and dust collection. These emulsions are advantageous because they are known to be compatible with other chemical additives typically included in cleaning products. Outside of cleaning applications, manufacturers of

## Coming Full Circle

Nonwovens producer Precision Custom Coatings, Totowa, NJ, has an extensive range of coatings options and nonwovens processes, which allows the company to be one-stop supplier of value-added nonwovens for a variety of industries. For instance, in the household wipes market, PCC has been able to add scrubbability benefits to make products capable of scouring while on the apparel side, these capabilities have allowed PCC to create stretchable, recoverable waistbands. "These benefits really expand the scope of what a nonwoven can do," said Shaile Dusaj, director of industrial sales. "That's the whole idea of what we do, creating interesting products out of nonwovens. We are not a 'me-too' kind of company."

PCC operates 11 different coating lines, which are used to enhance its range of thermal bonded, needlepunched and composite nonwovens. In automotive, the company coats nonwovens with an adhesive for hoodliner products that is able to withstand temperatures above 400°F without sticking to metal. This increases productivity and eliminates cleaning costs during production. "Coating technologies have allowed PCC to aggressively target new technologies," Mr. Dusaj said. "We are able to do it all under one roof."