

Press release
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**IDEA Show and Techtexsil North America –
Successful trade fair participations in the US**

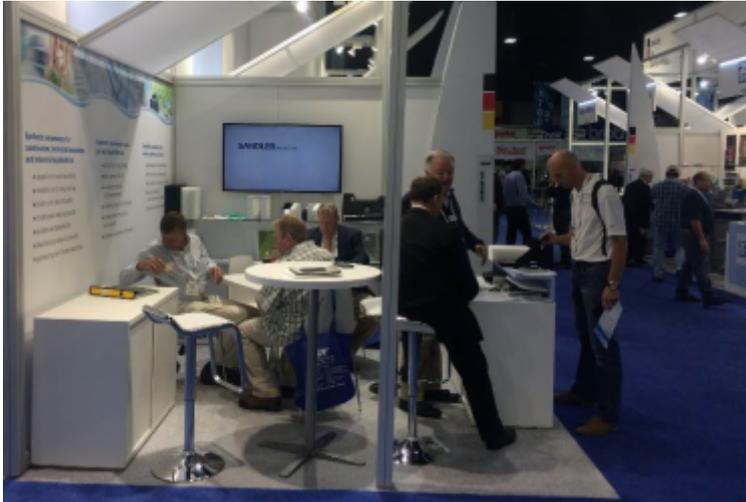
During the first week of May, Sandler nonwovens were all the rage at two trade fairs in the USA: At the IDEA Show in Boston, MA, nonwovens for hygiene products and wipes were at the centre of attention. Visitors at the Techtexsil North America in Atlanta, GA, informed themselves about nonwovens for technical applications in transportation, filtration and construction.

At the IDEA Show, the Sandler team invited their guests into a comfortable garden in front of the rather stylish “Sandler mansion“. The Sandler staff from the sales and product development departments welcomed numerous visitors for interesting, productive talks – among them not only longstanding customers, but also suppliers, potential new clients and other trade fair visitors, whose curiosity had been sparked by the exceptional booth design from afar. With the show's focus traditionally being on the hygiene and wipes industry, Sandler also centred its presentation on materials for these markets. Nevertheless, the German nonwovens manufacturer also took the opportunity to present its versatile range of nonwovens for technical applications.



Sandler Garden & Mansion at the IDEA Show 2016

In the Southern US, in Atlanta, GA, the Tectextil North America exhibition put technical applications first. At their booth at the German pavilion, the Sandler sales team – supported by the company's US agent for nonwovens in technical applications – met with customers and potential new clients, discussing current projects as well as new ideas. They also welcomed service and logistics providers at the Sandler booth, who provided further insights into the North American market for nonwovens in technical applications.



Nonwovens for the automotive industry, filtration, construction and technical insulation were at the centre of attention at Tectextil North America

Both exhibitions also provided Sandler with the opportunity to introduce the international audience to the newly established Sandler Nonwoven Corporation that will be taking up production in Perry, GA, later this year – laying a further cornerstone for the future of Sandler nonwovens made in USA.