

Number 4

## **WACKER Showcases Binder Technology for Nonwoven Products and Solutions at IDEA2025**

Ann Arbor, Mich., April 28, 2025 – Wacker Chemical Corporation showcases its binder technology for feminine hygiene, dry and wet wipes, tabletop and filtration applications during the IDEA 2025 tradeshow in Miami Beach, Florida, from April 29 to May 1, 2025.

“IDEA25 is an exciting venue to showcase how we are engaging our proactive mindset to quickly adapt to constantly changing markets and the need to transform ideas into innovations to deliver a threefold advantage to our customers: expert people, unique products and technical centers around the globe,” said Diane Merzbach, marketing manager, for WACKER POLYMERS. “We look forward to highlighting our products and solutions that support hygiene, tabletop, and filtration applications with proven high absorbency, breathability, and strength, which make them suitable for rigorous use.”

### **Feminine hygiene: Improving comfort and effectiveness**

Feminine hygiene nonwovens are advanced materials specifically designed to meet the unique needs of personal care products, offering a range of benefits that enhance both comfort and functionality. Wacker’s VINNAPAS® binders are designed with excellent adhesion to cellulosic fibers, and their good wet tensile strength provides durability and performance even under moist conditions. With a soft hand feel boosted by VINNAPAS® binders, companies can offer a product with superior comfort, making them gentle and pleasant against consumers’ skin. They are also engineered to be safe for skin contact, minimizing the risk of irritation or allergic reactions. These features collectively make Wacker’s VINNAPAS® binders essential in developing high-quality personal care products.

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**Versatile wipes: benefits of dry, wet, and industrial wipes**

Wipes, encompassing dry, wet and industrial varieties, are essential tools in personal and professional settings, offering a range of benefits that cater to diverse needs. Wacker's VINNAPAS® binder solutions are designed with a soft hand feel to ensure comfort and ease of use across various applications. Their ability to absorb and retain lotions effectively in wet wipe applications makes them ideal for delivering skincare benefits in personal care. Safety for skin contact is paramount, ensuring that wipes are gentle and non-irritating, suitable for use on sensitive skin. Whether used for personal hygiene, household cleaning or industrial maintenance, Wacker's VINNAPAS® binders provide a reliable and versatile solution, combining comfort, functionality and safety for any wipe application.

**Multifaceted tabletop nonwovens enhance dining experience**

Tabletop nonwovens are innovative materials designed for various dining and hospitality settings, offering a range of functional and aesthetic benefits. Wacker's VINNAPAS® dispersions are engineered to provide a pleasant, soft hand feel, closely mimicking cotton's texture and comfort, enhancing the dining experience. Their excellent printability allows for vibrant and customizable designs, making them ideal for branding and thematic decor. Depending on the application, VINNAPAS® binders can be manufactured with hydrophilic or hydrophobic properties, ensuring versatility in moisture management. They are compliant with food-contact regulations, ensuring safety and hygiene in environments where food is served. Additionally, VINNAPAS® binders offer water resistance, protecting surfaces from spills and stains, while their drapability ensures the nonwoven fabric hangs elegantly over tables, maintaining a neat and attractive appearance.

**Advanced nonwoven solutions: Enhancing filtration efficiency with VINNAPAS® and VENNOL® dispersions**

Nonwoven materials are exceptionally suited for filtration because they can be precisely engineered to achieve specific porosity and flow rate requirements tailored to diverse filtering applications. Key to enhancing the performance of these nonwovens are VINNAPAS® and

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VINNOL® dispersions, which serve as binders in filter media production. VINNAPAS® VAE dispersions, whether applied through spraying, foaming, or impregnation techniques, offer superior fiber bonding capabilities, making them ideal for use in technologically advanced paper and engineered fabric media. Additionally, nonwovens treated with VINNOL® ethylene-vinyl chloride copolymer dispersions benefit from enhanced heat sealing and high-frequency welding properties, further broadening their applicability and efficiency in filtration solutions. This combination of tailored engineering and advanced binding technologies positions nonwovens as a versatile and effective choice for meeting the complex demands of the filtration market.

WACKER's technical team provides industry-leading customer support and offers technical assistance with product recommendations and regulatory/application support.

Please visit Booth 1018 at IDEA 2025 to see samples of substrates coated with WACKER VINNAPAS® and VINNOL® binders and talk with WACKER experts. We look forward to discussing how our innovative solutions and services can meet your specific needs. Click [here](#) for additional information.

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WACKER's VINNAPAS® dispersions for tabletop applications are engineered to provide a pleasant soft hand feel, closely mimicking cotton's texture and comfort, enhancing the dining experience. (Photo: WACKER)

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Whether used for personal hygiene, household cleaning or industrial maintenance, WACKER's VINNAPAS® binders provide a reliable and versatile solution, combining comfort, functionality, and safety for any wipe application. (Photo: WACKER)

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**The Company in Brief:**

WACKER is a global company with state-of-the-art specialty chemical products found in countless everyday items, ranging from tile adhesives to computer chips. The company has a global network of 27 production sites, 21 technical competence centers and 46 sales offices with some 16,600 employees and annual sales of around €5.7 billion (2024).

WACKER operates through four business divisions. The chemical divisions Silicones and Polymers supply products (silicones, polymeric binders) for the automotive, construction, chemical, consumer goods and medical technology industries. Biosolutions, the life sciences division, specializes in bioengineered products such as biopharmaceuticals and food additives. Polysilicon produces hyperpure polysilicon for the semiconductor and photovoltaic industries.

[www.wacker.com](http://www.wacker.com)