

# Innovations in Wipes

25 September 2025

EDANA invites researchers, innovators, and industry leaders to submit original presentations for inclusion in the upcoming Wipes sessions. These dedicated sessions to the future of the global wipes industry, bring together professionals across the entire value chain—from raw materials to finished products—to explore new technologies, trends, and sustainable practices shaping the wipes market.

We are seeking submissions that address one or more of the following key themes:

## 1 / Sustainable Materials and Processes

- Biodegradable and compostable fibers
- Alternative feedstocks (e.g., hemp, flax, seaweed, recycled content)
- Innovations in nonwoven manufacturing and energy-efficient processes
- LCA (Life Cycle Assessment) studies and carbon footprint reduction

## 2 / Product Innovation and Functional Performance

- Advances in flushable, dispersible, and multi-use wipes
- Performance-enhancing additives and technologies
- Smart wipes (embedded tech, sensors, etc.)
- Wipe design for emerging applications (e.g., industrial, pet care, medical)

## 3 / Circular Economy and End-of-Life Solutions

- Recycling and reuse strategies
- Regulatory challenges and labeling best practices
- Compostability in different environments (home, industrial, marine)
- Waste management innovations and partnerships

## 4 / Market Trends, Consumer Insights & Regulatory Landscape

- Regional market analyses and future growth areas
- Behavioral research: how consumers choose and use wipes
- Adapting to evolving global and local regulations
- Transparency, labeling, and greenwashing prevention

## 5 / Packaging

- Sustainable packaging solutions
- Single-use vs. refillable systems
- Enhancing user experience and hygiene

Please send your abstract to [giovanna.merola@edana.org](mailto:giovanna.merola@edana.org) by 30 May 2025.

It should include a suggested title, 3-4 bullet points summarizing the presentation, and the contact details of the speaker(s).

Presenters will have the opportunity to showcase their work in front of key stakeholders across R&D, product development, sustainability, and supply chain sectors.