

## **NONWOVENS TRAINING COURSE: ABSORBENT HYGIENE**



## COURSE AGENDA: NOVEMBER 27-29, 2018

DAY 1			
8:00AM	CONTINENTAL BREAKFAST	3:00PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS (contid
8:45AM	WELCOME AND INTRODUCTION Dave Rousse, President, INDA Terry Young, Lead Instructor		Terry Young, Lead Instructor Focus: The use of color and printing
		4:00PM	BREAK
9:00AM	UNDERSTANDING WHAT WILL SELL YOUR AHP PRODUCT Terry Young, Lead Instructor The Current Marketplace: Baby Diapers by Region,	4:15PM	UNDERSTANDING AND TESTING YOUR PRODUCT (cont'd) Terry Young, Lead Instructor Topics include performance testing in the lab, performance testing by the consumer, how to obtain prototypes and test products, the concept of "spend a little - learn a lot",
	with an overview of manufacturers, brands and features.		
10:30AM	BREAK		and marketing claims.
11:00AM	The Current Marketplace: Feminine Hygiene Products by Region, with an overview of manufacturers, brands and features.	5:15PM	MATERIAL REVIEW / GROUP Q&A
		6:30PM	OPTIONAL GROUP DINNER
	The Current Marketplace: Adult Incontinence Products by Region, with an overview of manufacturers, brands	DAY 3	
	and features.	8:00AM	CONTINENTAL BREAKFAST
11:45AM	LUNCH	8:30AM	UNDERSTANDING AND TESTING YOUR PRODUCT (cont'd)
12:45PM	DESIGNING AHP COMPONENTS THAT PERFORM Terry Young, Lead Instructor		Terry Young, Lead Instructor Topics include softness, claims and demonstrations.
	Topics include the acquisition-absorbent system (topsheet, acquisition system and absorbent core) and chassis containment systems (cuffs, wings, fasteners, stretchy bands and barriers).	10:00AM	BREAK
		10:30AM	THE CONVERTING MACHINE
2:15PM	Break		
2:45PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS (cont'd) Terry Young, Lead Instructor Focus: Nonwovens.		
4:00PM	Break		
4:15PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS (cont'd) Terry Young, Lead Instructor Focus: Nonwovens (cont'd).	12:00РМ	Lunch
		1:00PM	Understanding and testing your product (cont'd) Terry Young, Lead Instructor
5:15PM	MATERIAL REVIEW / GROUP Q&A		So Your AHP Made a Splash in the Market, What Next?
6:00PM	RECEPTION		Topics include continuing improvement, cost saving and broadening your AHP's appeal (and SKU numbers).
DAY 2		1:45PM	Break
8:00AM	CONTINENTAL BREAKFAST	2:00PM	Understanding and testing your product (cont'd)
8:30AM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS (contid) Focus: Fluff pulp		Terry Young, Lead Instructor
10:15AM	BREAK		Market Disruptors  A deep look into market disruptors like new benefits,
10:15AM 10:45AM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS (cont'd)		step changing of current benefits and major cost drops.
10:43AM	Matt O'Sickey, Ph.D., Senior Global Product Manager, Tredegar Corporation Focus: Films	2:30PM	ALTERNATIVE MATERIALS FOR END-OF-LIFE ISSUES Terry Young, Lead Instructor Explores new breakthroughs and issues in the disposal
12:00PM	Lunch		and/or reuse of AHP product components.
1:00PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS (cont'd)  Jim Robinson, Principal, Absorbent Hygiene Insights, LLC,	3:00PM	COURSE ADJOURNS

. CENTER OF EXCELLENCE

2:30PM

Focus: SAP

BREAK