



NONWOVENS TRAINING COURSE: ABSORBENT HYGIENE



2.5 DAYS
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Absorbent Hygiene Training Course

Instructor: Terry Young
Terrill A. Young Consulting LLC

Course Agenda

| NOVEMBER 27 – TUESDAY |

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|---------|--|---|
| 8:00AM | CONTINENTAL BREAKFAST | |
| 8:45AM | WELCOME & INTRODUCTIONS | DAVE ROUSSE, INDA &
TERRY YOUNG, INSTRUCTOR* |
| 9:00AM | UNDERSTANDING WHAT SELLS AHP PRODUCTS <ul style="list-style-type: none">- Convenience, Performance & Affordability in AHP | |
| 9:30AM | THE CURRENT MARKETPLACE – BABY DIAPERS <ul style="list-style-type: none">- Tiers & Differentiation of Diapers | |
| 10:00AM | BREAK | |
| 10:15AM | THE CURRENT MARKETPLACE – BABY DIAPERS <ul style="list-style-type: none">- Manufacturers, their Brands & Features | |
| 10:45AM | THE CURRENT MARKETPLACE - FEMININE CARE PRODUCTS <ul style="list-style-type: none">- Tiers & Differentiation of Feminine Care Pads | |
| 11:00AM | BREAK | |
| 11:15AM | THE CURRENT MARKETPLACE - FEMININE CARE PRODUCTS <ul style="list-style-type: none">- Manufacturers, their Brands & Features | |
| 11:45AM | THE CURRENT MARKETPLACE - ADULT INCONTINENCE PRODUCTS <ul style="list-style-type: none">- Terminology, Differentiation of Products- Manufacturers, their Brands & Features- Market Trends in AHPs | |
| 12:15PM | LUNCH | |
| 1:15PM | DESIGNING AHP COMPONENTS THAT PERFORM <ul style="list-style-type: none">- The Chassis Containment System- The Acquisition-Absorbent System- The Closure System | |
| 2:00PM | BREAK | |



2:15PM	DESIGNING AHP COMPONENTS THAT PERFORM - The Closure System	
2:30PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
3:15PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
4:15PM	BREAK	
4:30PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
5:00PM	MATERIAL REVIEW / GROUP Q&A	
6:00PM	RECEPTION	

| NOVEMBER 28 - WEDNESDAY |

8:00AM	CONTINENTAL BREAKFAST	
8:30AM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS <ul style="list-style-type: none"> - Diaper Deconstruct - Nonwoven Substrates <ul style="list-style-type: none"> o Raw Materials 	
9:30AM	BREAK	
9:45AM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS <ul style="list-style-type: none"> - Diaper Deconstruct - Nonwoven Substrates <ul style="list-style-type: none"> o Web Forming o Bonding o Finishing 	
10:30AM	BREAK	
10:45AM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS <ul style="list-style-type: none"> - Samples of Nonwovens Used in AHP's - Specifying NW Components <ul style="list-style-type: none"> o Topsheets o Barrier Cuffs o Outer Covers 	
11:30AM	LUNCH	
12:30PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS <ul style="list-style-type: none"> - Fluff Pulp 	JOHN TATE DIRECTOR - TECHNICAL SERVICES GP CELLULOSE
1:30PM	BREAK	
1:45PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS <ul style="list-style-type: none"> - Fluff Pulp 	JOHN TATE DIRECTOR - TECHNICAL SERVICES GP CELLULOSE
2:00PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS <ul style="list-style-type: none"> - Films & Elastics 	MATT O'SICKEY SR. GLOBAL PRODUCT MANAGER TREDEGAR CORP.



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2:00PM **BREAK**

2:45PM **DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS**
- Films & Elastics

MATT O'SICKEY
SR. GLOBAL PRODUCT MANAGER
TREDEGAR CORP.

3:15PM **DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS**
- Adhesives
- Use of Color & Printing
- Hook Closure Systems
- History of Components & Developing Trends

3:30PM **BREAK**

3:45PM **UNDERSTANDING & TESTING YOUR PRODUCT**
- Developing a Compelling Marketing Concept
- Performance Testing in the Lab
- Performance Testing with the Consumer
- "Spend a Little – Learn a Lot"
- Obtaining Prototypes & Test Products

4:30PM **BREAK**

4:45PM **MATERIAL REVIEW / GROUP Q&A**

6:00PM **GROUP DINNER**



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| NOVEMBER 29 - THURSDAY |

8:00AM	CONTINENTAL BREAKFAST	
8:30AM	UNDERSTANDING & TESTING YOUR PRODUCT <ul style="list-style-type: none">- So Your AHP Made a Splash in the Market, What Next?- Softness Concepts & Testing- Marketing Claims- The Three Things You Must Do<ul style="list-style-type: none">• Continuing to Improve• Cost Saving• Broadening Appeal- Quality Control	
9:30AM	BREAK	
9:45AM	THE CONVERTING MACHINE <ul style="list-style-type: none">- Limitations- Designing for Future Needs	CHRIS NELSON, SR. SALES ENGINEER CURT G. JOA, INC.
10:30AM	BREAK	
10:45AM	THE CONVERTING MACHINE <ul style="list-style-type: none">- Opportunities- QC for Your Product	CHRIS NELSON, SR. SALES ENGINEER CURT G. JOA, INC.
11:30AM	BREAK	
11:45AM	ALTERNATIVE MATERIALS FOR END-OF-LIFE ISSUES <ul style="list-style-type: none">- AHP Recycling / Composting Efforts- Sustainability- Bioplastics	
12:45PM	LUNCH / COURSE ADJOURNS <ul style="list-style-type: none">- Final Questions & Comments- How did we do?	

*ALL SECTIONS LED BY TERRY YOUNG UNLESS OTHERWISE NOTED