



TAKE A DEEP DIVE INTO THE DESIGN, MATERIALS & MARKETABILITY
OF ABSORBENT HYGIENE PRODUCTS!



Did you know there are more than 1,000 patents filed for disposable
diapers and their components?

Yes, diapers, along with adult incontinence and feminine hygiene products, are getting more and more complex - and that's just one reason why you should attend INDA's Absorbent Hygiene Training Course!

This intensive 2.5-day course is your opportunity to deepen your understanding of how baby diapers, incontinence and feminine hygiene products are designed, how they function, and how their material components influence final design and costs.

You'll receive technical instruction on raw materials used in the components of modern absorbent hygiene products (AHPs) and how and why they're assembled the way they are. You'll reverse-engineer a selection of products to gain a hands-on understanding of product construction and component function. And you'll learn how to test and evaluate products to meet specific market and design criteria. It's all led by a former P&G Research Fellow in hygiene products and supplemented with four category experts.



OVERVIEW

PURPOSE: To present the design elements and functions of AHP systems and the materials that comprise their components - their function, performance limits, testing, quality control, and why they're suitable for that particular use.

CONCEPTS COVERED

- Absorbency rate and capacity
- Elasticity versus extensibility
- Rewet
- Skincare consideration
- Haptics (softness, sound, drape, odor)
- Testing
- Converting
- Quality control
- Alternative materials
- Market disruptors

PRODUCT SCOPE

- Baby care diapers
- Incontinence care products
- Femcare pads/liners
- Components including topsheet, adhesives, fluff pulp, film, SAP, ADL, absorbent core, backsheet, fastening systems and leak-control cuffs

THE TAKEAWAY?

YOU'LL LEAVE HERE READY TO:

- **Understand** the components, the function of each component, and materials used in each
- **Understand** the performance versus cost balance of the components
- **Design** the next breakthrough product
- **Identify** key manufacturers
- **Understand** regional differences in design and performance levels
- **Know** more about Absorbent Hygiene Product Systems, materials and their innovations that can lead to a healthier, safer world!

2.5 DAYS

INDA/NWI Members: \$1,795
Non-members: \$2,550

WHEN

May 19-21, 2020
October 20-22, 2020

WHERE

INDA Headquarters

1100 Crescent Green, Suite 115
Cary, NC 27518

Multiple registrants from the same company receive a discount.

A comprehensive guide of instruction and reference material are provided to each attendee.



THIS COURSE IS DESIGNED FOR:

Professionals with at least two years of industry experience, or who have completed the Professional Development Center's Elementary Nonwovens Training Course.

IDEAL FOR:

- AHP product designers
- AHP product developers/managers
- Product producers/brand owners
- Purchasing, quality control, equipment and supply chain professionals
- Marketing and sales management in the supply chain to AHPs

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