



Absorbent Hygiene Training Course

**Instructor: Terry Young
Terrill A. Young Consulting LLC**

Course Agenda

| JUNE 7 – TUESDAY |

8:00AM **CONTINENTAL BREAKFAST**

8:45AM **WELCOME & INTRODUCTIONS**

DAVE ROUSSE, PRESIDENT –
INDA

TERRY YOUNG,
INSTRUCTOR*–
TERRILL A YOUNG
CONSULTING, LLC

9:00AM **[1.0] UNDERSTANDING WHAT SELLS AHP PRODUCTS**
 - Convenience, Performance & Affordability in AHP

9:30AM **[2.0] THE CURRENT MARKETPLACE – BABY DIAPERS**
 - Tiers & Differentiation of Diapers

10:30AM **BREAK**

10:45AM **[3.0] THE CURRENT MARKETPLACE - FEMININE CARE PRODUCTS**
 - Tiers & Differentiation of Feminine Care Pads

11:30AM **BREAK**

11:45AM **[4.0] THE CURRENT MARKETPLACE - ADULT INCONTINENCE PRODUCTS**
 - Terminology, Differentiation of Products
 - Manufacturers, their Brands & Features
 - Market Trends in AHPs

12:30PM **LUNCH**

1:30PM **[5.0] DESIGNING AHP COMPONENTS THAT PERFORM**
 - The Chassis Containment System
 - The Acquisition-Absorbent System

2:00PM **BREAK**



2:15PM	[6.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
3:15PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS CONTINUE - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
4:15PM	BREAK	
4:30PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS CONTINUE - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
5:00PM	MATERIAL REVIEW / GROUP Q&A	
6:00PM	RECEPTION	



| JUNE 8 – WEDNESDAY |

8:00AM **CONTINENTAL BREAKFAST**

8:30AM **[7.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS**

- Diaper Deconstruct
- Nonwoven Substrates
 - o Raw Materials

9:30AM **BREAK**

9:45AM **DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CONTINUE**

- Diaper Deconstruct
- Nonwoven Substrates
 - o Web Forming
 - o Bonding
 - o Finishing

10:30AM **BREAK**

10:45AM **DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CONTINUE**

- Samples of Nonwovens Used in AHP's
- Specifying NW Components
 - o Topsheets
 - o Barrier Cuffs
 - o Outer Covers

11:30AM **LUNCH**

12:30PM **[8.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS**

- Fluff Pulp

JOHN TATE,
DIRECTOR - TECHNICAL SERVICES
GP CELLULOSE

2:15PM **BREAK (15)**

2:30PM **[9.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS**

- Films & Elastics

MATT O'SICKEY.
DIRECTOR OF APPLICATION
ENGINEERING AND R&D
AMERICAS - RKW SE



3:45PM [10.0] **DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS**

- Adhesives
- Use of Color & Printing
- Hook Closure Systems
- History of Components & Developing Trends

4:15PM **BREAK**

4:30PM [11.0] **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

5:00PM **MATERIAL REVIEW / GROUP Q&A**



| JUNE 9 – THURSDAY |

8:00AM **CONTINENTAL BREAKFAST**

8:30AM **[12.0] UNDERSTANDING & TESTING YOUR PRODUCT**

- So Your AHP Made a Splash in the Market, What Next?
- Softness Concepts & Testing
- Marketing Claims
- The Three Things You Must Do
 - Continuing to Improve
 - Cost Saving
 - Broadening Appeal
- Quality Control

9:30AM **BREAK**

9:45AM **[13.0] THE CONVERTING MACHINE**

- Limitations
- Designing for Future Needs

CHRIS NELSON,
BUSINESS DEVELOPMENT
MANAGER – CURT G. JOA,
INC.

10:30AM **BREAK**

10:45AM **THE CONVERTING MACHINE, CONTINUE**

- Opportunities
- QC for Your Product

CHRIS NELSON,
BUSINESS DEVELOPMENT
MANAGER – CURT G. JOA,
INC.

12:00PM **LUNCH**

1:00PM **[14.0] ALTERNATIVE MATERIALS FOR END-OF-LIFE ISSUES**

- AHP Recycling / Composting Efforts
- Sustainability
- Bioplastics

2:00PM **COURSE ADJOURNS**

- Final Questions & Comments
- How did we do?

*ALL SECTIONS LED BY TERRY YOUNG UNLESS OTHERWISE NOTED