



**Absorbent Hygiene Training Course**

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

**Course Agenda**

**| DAY 1 – TUESDAY |**

8:00AM **CONTINENTAL BREAKFAST**

8:45AM **WELCOME & INTRODUCTIONS**

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



**| DAY 2 – 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  
GPCELLULOSE

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**



**| DAY 3 – 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