



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

| AUGUST 8TH – TUESDAY |

8:00AM **CONTINENTAL BREAKFAST**

8:45AM **WELCOME & INTRODUCTIONS**

MATT O'SICKEY,
DIRECTOR OF EDUCATION &
TECHNICAL AFFAIRS – 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**



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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, CON'T - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
4:15PM	BREAK	
4:30PM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CON'T - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
5:00PM	MATERIAL REVIEW / GROUP Q&A	
6:00PM	RECEPTION	



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| AUGUST 9TH – WEDNESDAY |

8:00AM	CONTINENTAL BREAKFAST	
8:30AM	[7.0] 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, CON'T <ul style="list-style-type: none">- Diaper Deconstruct- Nonwoven Substrates<ul style="list-style-type: none">o Web Formingo Bondingo Finishing	
10:30AM	BREAK	
10:45AM	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CON'T <ul style="list-style-type: none">- Samples of Nonwovens Used in AHP's- Specifying NW Components<ul style="list-style-type: none">o Topsheetso Barrier Cuffso Outer Covers	
11:30AM	LUNCH	
12:30PM	[8.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS <ul style="list-style-type: none">- Fluff Pulp	JOHN TATE, DIRECTOR - TECHNICAL SERVICES GP CELLULOSE
2:15PM	BREAK (15)	
2:30PM	[9.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS <ul style="list-style-type: none">- Films & Elastics	MATT O'SICKEY, DIRECTOR OF EDUCATION & TECHNICAL AFFAIRS - INDA



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**

6:00PM **GROUP DINNER**

| AUGUST 10TH – THURSDAY |

8:00AM	CONTINENTAL BREAKFAST	
8:30AM	<p>[12.0] UNDERSTANDING & TESTING YOUR PRODUCT</p> <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	<p>[13.0] THE CONVERTING MACHINE</p> <ul style="list-style-type: none"> - Limitations - Designing for Future Needs 	CHRIS NELSON, BUSINESS DEVELOPMENT Manager – Curt G. JOA, INC
10:30AM	BREAK	
10:45AM	<p>THE CONVERTING MACHINE, CON'T</p> <ul style="list-style-type: none"> - Opportunities - QC for Your Product 	CHRIS NELSON, BUSINESS DEVELOPMENT Manager – Curt G. JOA, INC
12:00PM	LUNCH	
1:00PM	<p>[14.0] ALTERNATIVE MATERIALS FOR END-OF-LIFE ISSUES</p> <ul style="list-style-type: none"> - AHP Recycling / Composting Efforts - Sustainability - Bioplastics 	
2:00PM	<p>COURSE ADJOURNS</p> <ul style="list-style-type: none"> - Final Questions & Comments - How did we do? 	

*ALL SECTIONS LED BY TERRY YOUNG UNLESS OTHERWISE NOTED