



NONWOVENS TRAINING COURSE: ABSORBENT HYGIENE



2.5 DAYS

Absorbent Hygiene Training Course

Instructor: Terry Young
Terrill A. Young Consulting LLC

Course Agenda

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



NONWOVENS TRAINING COURSE:
.....
ABSORBENT HYGIENE



2.5 DAYS
.....

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	

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, CON'T**

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

10:30AM **BREAK**

10:45AM **DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CON'T**

- 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 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**

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, CON'T**

- 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