



Absorbent Hygiene Training Course

Instructors:

Terry Young
Terrill A. Young Consulting LLC
terrillayoung@gmail.com

Chris Nelson
Business Development Manager
Curt Joa
CNelson@joa.com

Jim Robinson
Principal
Absorbent Hygiene Insights LLC
absorbenthygieneinsights@gmail.com

John Tate
Director Technical Services
GP Cellulose
john.tate@gapac.com

Matt O'Sickey
Director of Education & Technical Affairs
INDA
mosickey@inda.org

Course Agenda

| AUG 26TH – TUESDAY|

8:00 AM	Coffee and Pastries	
8:30 AM	Welcome & Introductions	Matt O'Sickey & Terry Young
9:00 AM	Understanding What Sells AHP Products - Convenience, Performance & Affordability in AHP	Terry Young
9:30 AM	The Current Market Place – Baby Care Products - Tiers & Differentiation of Diapers	Terry Young
10:30 AM	Break	
10:45 AM	Product Deconstruction: Baby Care	All
11:15 AM	The Current Market Place – Adult Incontinence Products - Terminology, Differentiation of Products - Manufacturers, their Brands & Features - Market Trends in AHPs	Terry Young
12:00 PM	The Current Market Place – Menstrual Care Products - Tiers & Differentiation of Feminine Care Pads - Manufacturers, their Brands & Features - Market Trends	Terry Young
12:30 PM	Lunch	



1:15 PM	The Converting Machine, Part 1 <ul style="list-style-type: none">- Limitations- Designing for Future Needs	Chris Nelson
2:15 PM	Break	
2:30 PM	The Converting Machine, Part 2 <ul style="list-style-type: none">- Opportunities- QC for Your Product	Chris Nelson
3:30 PM	Break	
3:45 PM	Major Systems of Absorbent Hygiene Products <ul style="list-style-type: none">- The Chassis Containment System- The Acquisition-Absorbent System	Terry Young
4:15 PM	Product Deconstruction: Adult Incontinence	All
4:35 PM	Nonwovens in Absorbent Hygiene <ul style="list-style-type: none">- Raw Materials- Web Forming- Bonding- Finishing	Terry Young
5:15 PM	Nonwovens in Absorbent Hygiene <ul style="list-style-type: none">- Topsheets- Acquisition Distribution Layers- Barrier Cuffs- Outer Covers	Terry Young
6:00 PM	End of Day Review / Questions	All
6:15 PM	Dinner on Your Own	

| AUG 27TH – WEDNESDAY |

8:00 AM	Coffee and Pastries	
8:30 AM	Recap of Day 1 & Questions	All
8:45 AM	Comments on Tampons <ul style="list-style-type: none"> - Past challenges - Alternatives for plastic applicators 	All
9:15 AM	Superabsorbents, Part 1 <ul style="list-style-type: none"> - Background & Theory - Testing Methods 	Jim Robinson
10:15 AM	Break	
10:30 AM	Superabsorbents, Part 2 <ul style="list-style-type: none"> - Performance - Sustainable Options 	Jim Robinson
11:15 AM	Product Deconstruction & Testing – Menstrual Care	All
11:45 AM	Lunch	
12:30 PM	Absorbent Hygiene Product Testing <ul style="list-style-type: none"> - Standard Test Methods (NWSP Methods) - NAFC methods for Adult Incontinence Products 	Terry Young Matt O’Sickey Jim Robinson
1:00 PM	Fluff Pulp, Part 1	John Tate
2:15 PM	Break	
2:30 PM	Fluff Pulp, Part 2	John Tate
3:30 PM	Break	
3:45 PM	Sustainability Topics <ul style="list-style-type: none"> - Sourcing: Raw Material Options - End-of-Life Considerations - Consumer Perceptions 	Terry Young Matt O’Sickey
5:15 PM	End of Day Review / Questions	All
6:00 PM	Group Dinner (Bocci Restaurant)	All

| AUG 28TH – THURSDAY |

8:00 AM	Coffee and Pastries	
8:30 AM	Recap of Day 2 & Questions	All
8:45 AM	Outer Covers and Elastics, Part 1	Matt O'Sickey
9:30 AM	Break	
10:00 AM	Outer Covers and Elastics, Part 2	Matt O'Sickey
11:00 AM	Putting It All Together <ul style="list-style-type: none"> - Adhesives & UltraSonics - Color & Printing - Hook & Loop Closure Systems 	Terry Young
12:00 PM	Survey & Lunch	All
12:45 PM	Understanding Your Product <ul style="list-style-type: none"> - 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 	Terry Young
1:45 PM	Closing Questions	All