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### Hygienix 2015 Conference Proceedings

October 27-29, 2015; St. Petersburg, FL

**Tuesday 27-Oct-2015, 9:30 AM**

#### Trends and Market Statistics

- [Global Absorbent Hygiene Marketplace and the Rising Power of Female Consumers: Challenges and Opportunities for Growth](#)  
Svetlana Uduslivaia, *Euromonitor International*
- [The North American Nonwovens and Absorbent Hygiene Markets](#)  
Brad Kalil, *INDA, Association Of The Nonwoven Fabrics Industry*

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#### Trends and Market Statistics, Continued

- [Growth Drivers in the Global Hygiene Absorbent Products in the Next Five Years](#)  
Pricie Hanna, *Price Hanna Consultants*

**Tuesday 27-Oct-2015, 12:00 PM**

#### Optional Workshop: The Americas and the European Diaper Market

- **The Americas and the European Diaper Market**  
*Presentation not currently available for download -- contact speaker for paper*  
Carlos Richer, *Richer Investment S.A. De C.V.*

**Tuesday 27-Oct-2015, 2:00 PM**

#### Incontinence Reimagined

- [Customer Interaction and Feedback Shapes the Incontinence Industry](#)  
Mark Nedvin, *Home Delivery Incontinence Supplies, (HDIS)*

- [Incontinence: First You Talk About It](#)  
Steven Gregg, *National Association For Continence*
- [A New Category Meets Unmet Needs](#)  
Kelly Lewis Brezoczky, *Butterfly Health, Inc.*

**Tuesday 27-Oct-2015, 4:15 PM**

**2015 Visionary Award Presentations**

- [X-Top for Men®](#)  
Chris Miller, *McAirlaids, Inc.*
- [Always® Discreet](#)  
Luke Magee, *The Procter & Gamble*
- [Baby Backups™](#)  
Steve DeFrancesco, *Sienabena, LLC*

**Wednesday 28-Oct-2015, 9:00 AM**

**Achieving Thin**

- [Innovation in SAP for Today and Tomorrow](#)  
James Robinson, *BASF Corporation*
- [The Evolution of Elastic Stretch and Recovery in Hygiene Products](#)  
Douglas Brown, *Biax-Fiberfilm Corporation*

**Wednesday 28-Oct-2015, 10:45 AM**

**Achieving Thin, Continued**

- [Fluffless Cores: The Way Forward \(Stories from the Real World\)](#)  
Werner Van Ingelgem, *Drylock Technologies*

- [The Pulp Industry's Response to Fluffless Cores](#)

David Allan, *RISI Nonwovens Markets*

**Wednesday 28-Oct-2015, 2:00 PM**

**Fit & Form**

- [Identifying and Resolving Adhesive Bleed Through in the Nonwovens Applications for the Hygiene Market](#)

William Pulanco, *H.B. Fuller*

- [Adhesive-free, Ultrasonic Elastic Attachment](#)

Thomas Ehlert, *Aurizon Ultrasonics, LLC*

**Wednesday 28-Oct-2015, 3:45 PM**

**Fit & Form, Continued**

- [Forming Hook Fasteners Using Ultrasonics](#)

Jerry Rocha, *Creative Machine Designs, Inc.*

- [Advances in Adult Incontinent Pant User Experience](#)

Matt O'Sickey, Ph.D., *Tredegar Film Products*

**Thursday 29-Oct-2015, 9:00 AM**

**Material & Technology Advancements**

- [Odor Elimination via Molecular Modification Enhances Quality of Life for All Ages](#)

David Schneider, Ph.D., *Rem Brands, Inc.*

- [Odor Elimination via Molecular Modification Enhances Quality of Life for All Ages](#)

Laura Kiely, *Rem Brands, Inc.*

- [Challenges of Odor in Disposable Hygiene](#)  
David Freund, *Bostik, Inc.*
- [HyDri® Purified Hydrophobic Cotton: Enhancing the Performance of Your Hygiene Applications](#)  
Chuck Allen, Jr., *Barnhardt Manufacturing Co.*

Thursday 29-Oct-2015, 11:00 AM

**Material & Technology Advancements, Continued**

- [Trends and Advancements in Skin Health and Management for the Bowel and Bladder Incontinent Patient](#)  
Robert Norman, DO, MPH, MBA, *Dermatology Healthcare*
- [Holistic Laboratory Evaluation of New Materials and Technologies: Reducing Product Development Costs Related to Production Line Trials and Consumer Panels](#)  
John Howell, *Henkel Corporation*
- [How sustainable is sustainability?](#)  
Silke Brand-Kirsch, *Schlegel and Partners GmbH*