



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

| JUNE 4 – TUESDAY |

8:00 am	CONTINENTAL BREAKFAST	
8:45 am	WELCOME & INTRODUCTIONS	DAVE ROUSSE, INDA & TERRY YOUNG, INSTRUCTOR*
9:00 am	UNDERSTANDING WHAT SELLS AHP PRODUCTS <ul style="list-style-type: none">- Convenience, Performance & Affordability in AHP	
9:30 am	THE CURRENT MARKETPLACE – BABY DIAPERS <ul style="list-style-type: none">- Tiers & Differentiation of Diapers	
10:00 am	BREAK	
10:15 am	THE CURRENT MARKETPLACE – BABY DIAPERS <ul style="list-style-type: none">- Manufacturers, their Brands & Features	
10:45 am	THE CURRENT MARKETPLACE – FEMININE CARE PRODUCTS <ul style="list-style-type: none">- Tiers & Differentiation of Feminine Care Pads	
11:00 am	BREAK	
11:15 am	THE CURRENT MARKETPLACE – FEMININE CARE PRODUCTS <ul style="list-style-type: none">- Manufacturers, their Brands & Features	
11:45 am	THE CURRENT MARKETPLACE – ADULT INCONTINENCE PRODUCTS <ul style="list-style-type: none">- Terminology, Differentiation of Products- Manufacturers, their Brands & Features- Market Trends in AHPs	
12:15 pm	LUNCH	
1:15 pm	DESIGNING AHP COMPONENTS THAT PERFORM <ul style="list-style-type: none">- The Chassis Containment System- The Acquisition-Absorbent System- The Closure System	
2:00 pm	BREAK	



2:15 pm	DESIGNING AHP COMPONENTS THAT PERFORM - The Closure System	
2:30 pm	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
3:15 pm	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
4:15 pm	BREAK	
4:30 pm	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
5:00 pm	MATERIAL REVIEW / GROUP Q&A	
6:00 pm	RECEPTION	

| JUNE 5 - WEDNESDAY |

8:00 am **CONTINENTAL BREAKFAST**

8:30 am **DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS**

- Diaper Deconstruct
- Nonwoven Substrates
 - o Raw Materials

9:30 am **BREAK**

9:45 am **DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS**

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

10:30 am **BREAK**

10:45 am **DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS**

- Samples of Nonwovens Used in AHP's
- Specifying NW Components
 - o Topsheets
 - o Barrier Cuffs
 - o Outer Covers

11:30 am **LUNCH**

12:30 pm **DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS**

- Fluff Pulp

JOHN TATE
DIRECTOR - TECHNICAL SERVICES
GP CELLULOSE

1:30 pm **BREAK**

1:45 pm **DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS**

- Fluff Pulp

JOHN TATE
DIRECTOR - TECHNICAL SERVICES
GP CELLULOSE

2:00 pm **DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS**

- Films & Elastics

MATT O'SICKEY
GLOBAL DIRECTOR OF MARKET
DEVELOPMENT – PERSONAL CARE
TREDEGAR CORP.



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2:30 pm	BREAK	
2:45 pm	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS <ul style="list-style-type: none">- Films & Elastics	MATT O'SICKEY GLOBAL DIRECTOR OF MARKET DEVELOPMENT – PERSONAL CARE TREDEGAR CORP.
3:15 pm	DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS <ul style="list-style-type: none">- Adhesives- Use of Color & Printing- Hook Closure Systems- History of Components & Developing Trends	
3:30 pm	BREAK	
3:45 pm	UNDERSTANDING & TESTING 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	
4:30 pm	BREAK	
4:45 pm	MATERIAL REVIEW / GROUP Q&A	
6:00 pm	GROUP DINNER	

| JUNE 6 - THURSDAY |

8:00 am **CONTINENTAL BREAKFAST**

8:30 am **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
 - o Continuing to Improve
 - o Cost Saving
 - o Broadening Appeal
- Quality Control

9:30 am **BREAK**

9:45 am **THE CONVERTING MACHINE**

- Limitations
- Designing for Future Needs

CHRIS NELSON,
SR. SALES ENGINEER
CURT G. JOA, INC.

10:30 am **BREAK**

10:45 am **THE CONVERTING MACHINE**

- Opportunities
- QC for Your Product

CHRIS NELSON,
SR. SALES ENGINEER
CURT G. JOA, INC.

11:30 am **BREAK**

11:45 am **ALTERNATIVE MATERIALS FOR END-OF-LIFE ISSUES**

- AHP Recycling / Composting Efforts
- Sustainability
- Bioplastics

12:45 pm **LUNCH / COURSE ADJOURNS**

- Final Questions & Comments
- How did we do?

*ALL SECTIONS LED BY TERRY YOUNG UNLESS OTHERWISE NOTED.