



TAKE A DEEP DIVE INTO THE DESIGN, MATERIALS & MARKETABILITY OF ABSORBENT HYGIENE PRODUCTS!



Did you know there are more than 1,000 patents filed for disposable diapers and their components?

Yes, diapers, along with adult incontinence and feminine hygiene products, are getting more and more complex - and that's just one reason why you should attend INDA's Absorbent Hygiene Training Course!

This intensive 2.5-day course is your opportunity to deepen your understanding of how baby diapers, incontinence and feminine hygiene products are designed, how they function, and how their material components influence final design and costs.

You'll receive technical instruction on raw materials used in the components of modern absorbent hygiene products (AHPs) and how and why they're assembled the way they are. You'll reverse-engineer a selection of products to gain a hands-on understanding of product construction and component function. And you'll learn how to test and evaluate products to meet specific market and design criteria. It's all led by a former P&G Research Fellow in hygiene products and supplemented with four category experts.



OVERVIEW

PURPOSE: To present the design elements and functions of AHP systems and the materials that comprise their components - their function, performance limits, testing, quality control, and why they're suitable for that particular use.

CONCEPTS COVERED

- Absorbency rate and capacity
Elasticity versus extensibility
Rewet
Skincare consideration
Haptics (softness, sound, drape, odor)
Testing
Converting
Quality control
Alternative materials
Market disruptors

PRODUCT SCOPE

- Baby care diapers
Incontinence care products
Femcare pads/liners
Components including topsheet, adhesives, fluff pulp, film, SAP, ADL, absorbent core, backsheet, fastening systems and leak-control cuffs

THE TAKEAWAY?

YOU'LL LEAVE HERE READY TO:

- Understand the components, the function of each component, and materials used in each
Understand the performance versus cost balance of the components
Design the next breakthrough product
Identify key manufacturers
Understand regional differences in design and performance levels
Know more about Absorbent Hygiene Product Systems, materials and their innovations that can lead to a healthier, safer world!

2.5 DAYS

INDA/NWI Members: \$1,800
Non-members: \$2,545

WHEN

November 27-29, 2018
May 2019

WHERE

INDA Headquarters

1100 Crescent Green, Suite 115
Cary, NC 27518

Multiple registrants from the same company receive a discount.

A comprehensive guide of instruction and reference material are provided to each attendee.



THIS COURSE IS DESIGNED FOR:

Professionals with at least two years of industry experience, or who have completed the Professional Development Center's Elementary Nonwovens Training Course.

IDEAL FOR:

- AHP product designers
AHP product developers/managers
Product producers/brand owners
Purchasing, quality control, equipment and supply chain professionals
Marketing and sales management in the supply chain to AHPs



SPEND 2.5 DAYS LEARNING FROM THE LEADING MINDS
IN ABSORBENT HYGIENE.

LEAD INSTRUCTOR



Terry Young, Procter & Gamble (Retired)

Mr. Young is a retired Research Fellow from Procter & Gamble. He developed one of the first in-house material training courses (Nonwoven Technology: From Basic to Advanced) for P&G's baby diaper category. Young has trained hundreds of professionals from all levels contributing to the success of disposable hygiene products at P&G.

In global technology platforms and businesses, Young worked with several companies to grow the hygiene/diaper and nonwovens business in North America. During his renowned career at P&G, Young led the explosive growth of the disposable diaper business (from \$100 million to \$4 billion) and the expansion of nonwoven innovations. Young played an active role in value-driven nonwovens, enabling the diaper business to grow and increasing diaper sales, creating more nonwovens capacity, quality, productivity, and innovation.

Young holds a BS in Chemical Engineering from the University of Missouri-Rolla and is the recipient of INDA's 2011 Lifetime Technical Achievement Award.



ADDITIONAL INSTRUCTORS



Matthew (Matt) O'Sickey, Ph.D.,
Senior Global Product Manager,
Tredgar Corporation

Matthew O'Sickey, Ph.D., holds a deeply rooted belief that innovation is the result of the intersection of marketing and technology. His current responsibilities include

leading assessments of market needs, developing the strategies for R&D, commercialization, and lifecycle management of elastic products for hygiene and consumer care product segments. Matt has a Ph.D. in Chemical Engineering and a Masters of Engineering Administration from Virginia Tech, and a Bachelor of Science in Chemical Engineering from Purdue University.



James (Jim) Robinson, Principal,
Absorbent Hygiene Insights, LLC

Jim Robinson has a wealth of experience in absorbent hygiene. In his 35 years at BASF, his work focused on pulp and paper chemistry, and superabsorbent polymers (SAP). He has been a contributor on several

patents on superabsorbent polymers with hygiene and industrial applications. Now retired, his last position was Manager of Technical Service for BASF's Hygiene Business. Jim earned a BS in Chemistry (ACS) from Hampden-Sydney College, and an MS in Inorganic Chemistry and Spectroscopy from Duke University.

JOIN US, AND YOU'LL LEARN
HOW TO DESIGN BETTER,
INNOVATE BETTER, SELL
BETTER, AND MARKET BETTER.

KNOW THE TRUE COSTS OF
BRINGING PRODUCTS TO
MARKET AND UNDERSTAND
THE VALUE THAT EACH AHP
COMPONENT OFFERS!



. KNOWLEDGE

. CENTER OF EXCELLENCE