# Absorbent Hygiene Training Course

**Instructor:** Terry Young  
**Terrill A. Young Consulting LLC**

## Course Agenda

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Session</th>
<th>Details</th>
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<tbody>
<tr>
<td>SEPTEMBER 21 – TUESDAY</td>
<td>8:00AM</td>
<td><strong>CONTINENTAL BREAKFAST</strong></td>
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<td></td>
<td>8:45AM</td>
<td><strong>WELCOME &amp; INTRODUCTIONS</strong></td>
<td><strong>DAVE ROUSSE, PRESIDENT – INDA</strong>&lt;br&gt;<em><em>TERRY YOUNG, INSTRUCTOR</em> – TERRILL A YOUNG CONSULTING, LLC</em>*</td>
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<td></td>
<td>9:00AM</td>
<td>[1.0] <strong>UNDERSTANDING WHAT SELLS AHP PRODUCTS</strong>&lt;br&gt; - Convenience, Performance &amp; Affordability in AHP</td>
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<td>9:30AM</td>
<td>[2.0] <strong>THE CURRENT MARKETPLACE – BABY DIAPERS</strong>&lt;br&gt; - Tiers &amp; Differentiation of Diapers</td>
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<td>10:30AM</td>
<td><strong>BREAK</strong></td>
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<td>10:45AM</td>
<td>[3.0] <strong>THE CURRENT MARKETPLACE - FEMININE CARE PRODUCTS</strong>&lt;br&gt; - Tiers &amp; Differentiation of Feminine Care Pads</td>
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<td>11:30AM</td>
<td><strong>BREAK</strong></td>
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<td>11:45AM</td>
<td>[4.0] <strong>THE CURRENT MARKETPLACE - ADULT INCONTINENCE PRODUCTS</strong>&lt;br&gt; - Terminology, Differentiation of Products&lt;br&gt; - Manufacturers, their Brands &amp; Features&lt;br&gt; - Market Trends in AHPs</td>
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<td>12:30PM</td>
<td><strong>LUNCH</strong></td>
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<td>1:30PM</td>
<td>[5.0] <strong>DESIGNING AHP COMPONENTS THAT PERFORM</strong>&lt;br&gt; - The Chassis Containment System&lt;br&gt; - The Acquisition-Absorbent System</td>
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<td>2:00PM</td>
<td><strong>BREAK</strong></td>
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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 Continue** - SAP  
**Jim Robinson,**  
**Principal – Absorbent Hygiene Insights, LLC**

4:15PM  **Break**

4:30PM  **Designing Materials to Enhance AHP Components Continue** - SAP  
**Jim Robinson,**  
**Principal – Absorbent Hygiene Insights, LLC**

5:00PM  **Material Review / Group Q&A**

6:00PM  **Reception**
8:00AM  CONTINENTAL BREAKFAST

8:30AM  [7.0]  DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
- Diaper Deconstruct
- Nonwoven Substrates
  - Raw Materials

9:30AM  BREAK

9:45AM  DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CONTINUE
- Diaper Deconstruct
- Nonwoven Substrates
  - Web Forming
  - Bonding
  - Finishing

10:30AM  BREAK

10:45AM  DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CONTINUE
- Samples of Nonwovens Used in AHP's
- Specifying NW Components
  - Topsheets
  - Barrier Cuffs
  - 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 APPLICATION ENGINEERING AND R&D AMERICAS - RKW SE
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**
| SEPTEMBER 23 – 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, CONTINUE**
- 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*