



# NONWOVENS TRAINING COURSE: ABSORBENT HYGIENE



2.5 DAYS

## Absorbent Hygiene Training Course

Instructor: Terry Young  
Terrill A. Young Consulting LLC

### Course Agenda

#### | SEPTEMBER 21 – TUESDAY |

8:00AM	<b>CONTINENTAL BREAKFAST</b>	
8:45AM	<b>WELCOME &amp; INTRODUCTIONS</b>	DAVE ROUSSE, PRESIDENT – INDA  TERRY YOUNG, INSTRUCTOR*– TERRILL A YOUNG CONSULTING, LLC
9:00AM	<b>[1.0] UNDERSTANDING WHAT SELLS AHP PRODUCTS</b> <ul style="list-style-type: none"><li>- Convenience, Performance &amp; Affordability in AHP</li></ul>	
9:30AM	<b>[2.0] THE CURRENT MARKETPLACE – BABY DIAPERS</b> <ul style="list-style-type: none"><li>- Tiers &amp; Differentiation of Diapers</li></ul>	
10:30AM	<b>BREAK</b>	
10:45AM	<b>[3.0] THE CURRENT MARKETPLACE - FEMININE CARE PRODUCTS</b> <ul style="list-style-type: none"><li>- Tiers &amp; Differentiation of Feminine Care Pads</li></ul>	
11:30AM	<b>BREAK</b>	
11:45AM	<b>[4.0] THE CURRENT MARKETPLACE - ADULT INCONTINENCE PRODUCTS</b> <ul style="list-style-type: none"><li>- Terminology, Differentiation of Products</li><li>- Manufacturers, their Brands &amp; Features</li><li>- Market Trends in AHPs</li></ul>	
12:30PM	<b>LUNCH</b>	
1:30PM	<b>[5.0] DESIGNING AHP COMPONENTS THAT PERFORM</b> <ul style="list-style-type: none"><li>- The Chassis Containment System</li><li>- The Acquisition-Absorbent System</li></ul>	
2:00PM	<b>BREAK</b>	



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NONWOVENS TRAINING COURSE:  
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**ABSORBENT HYGIENE**



2.5 DAYS  
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2:15PM	<b>[6.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS</b> - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
3:15PM	<b>DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS</b> <b>CONTINUE - SAP</b>	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
4:15PM	<b>BREAK</b>	
4:30PM	<b>DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS</b> <b>CONTINUE - SAP</b>	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
5:00PM	<b>MATERIAL REVIEW / GROUP Q&amp;A</b>	
6:00PM	<b>RECEPTION</b>	

| SEPTEMBER 22 – WEDNESDAY |

8:00AM	<b>CONTINENTAL BREAKFAST</b>	
8:30AM	<b>[7.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS</b> <ul style="list-style-type: none"> <li>- Diaper Deconstruct</li> <li>- Nonwoven Substrates <ul style="list-style-type: none"> <li>o Raw Materials</li> </ul> </li> </ul>	
9:30AM	<b>BREAK</b>	
9:45AM	<b>DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CONTINUE</b> <ul style="list-style-type: none"> <li>- Diaper Deconstruct</li> <li>- Nonwoven Substrates <ul style="list-style-type: none"> <li>o Web Forming</li> <li>o Bonding</li> <li>o Finishing</li> </ul> </li> </ul>	
10:30AM	<b>BREAK</b>	
10:45AM	<b>DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CONTINUE</b> <ul style="list-style-type: none"> <li>- Samples of Nonwovens Used in AHP's</li> <li>- Specifying NW Components <ul style="list-style-type: none"> <li>o Topsheets</li> <li>o Barrier Cuffs</li> <li>o Outer Covers</li> </ul> </li> </ul>	
11:30AM	<b>LUNCH</b>	
12:30PM	<b>[8.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS</b> <ul style="list-style-type: none"> <li>- Fluff Pulp</li> </ul>	JOHN TATE, DIRECTOR - TECHNICAL SERVICES GP CELLULOSE
2:15PM	<b>BREAK (15)</b>	
2:30PM	<b>[9.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS</b> <ul style="list-style-type: none"> <li>- Films &amp; Elastics</li> </ul>	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	<b>CONTINENTAL BREAKFAST</b>	
8:30AM	<p><b>[12.0] UNDERSTANDING &amp; TESTING YOUR PRODUCT</b></p> <ul style="list-style-type: none"> <li>- So Your AHP Made a Splash in the Market, What Next?</li> <li>- Softness Concepts &amp; Testing</li> <li>- Marketing Claims</li> <li>- The Three Things You Must Do               <ul style="list-style-type: none"> <li>• Continuing to Improve</li> <li>• Cost Saving</li> <li>• Broadening Appeal</li> </ul> </li> <li>- Quality Control</li> </ul>	
9:30AM	<b>BREAK</b>	
9:45AM	<p><b>[13.0] THE CONVERTING MACHINE</b></p> <ul style="list-style-type: none"> <li>- Limitations</li> <li>- Designing for Future Needs</li> </ul>	CHRIS NELSON, BUSINESS DEVELOPMENT MANAGER – CURT G. JOA, INC.
10:30AM	<b>BREAK</b>	
10:45AM	<p><b>THE CONVERTING MACHINE, CONTINUE</b></p> <ul style="list-style-type: none"> <li>- Opportunities</li> <li>- QC for Your Product</li> </ul>	CHRIS NELSON, BUSINESS DEVELOPMENT MANAGER – CURT G. JOA, INC.
12:00PM	<b>LUNCH</b>	
1:00PM	<p><b>[14.0] ALTERNATIVE MATERIALS FOR END-OF-LIFE ISSUES</b></p> <ul style="list-style-type: none"> <li>- AHP Recycling / Composting Efforts</li> <li>- Sustainability</li> <li>- Bioplastics</li> </ul>	
2:00PM	<p><b>COURSE ADJOURNS</b></p> <ul style="list-style-type: none"> <li>- Final Questions &amp; Comments</li> <li>- How did we do?</li> </ul>	

\*ALL SECTIONS LED BY TERRY YOUNG UNLESS OTHERWISE NOTED