Absorbent Hygiene Training Course

Instructor: Terry Young
Terrill A. Young Consulting LLC

Course Agenda

<table>
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<th>DAY 1 – TUESDAY</th>
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8:00AM  CONTINENTAL BREAKFAST
8:45AM  WELCOME & INTRODUCTIONS  
DAVE ROUSSE, PRESIDENT – INDA
TERRY YOUNG, INSTRUCTOR* – TERRILL A YOUNG CONSULTING, LLC
9:00AM  [1.0] UNDERSTANDING WHAT SELLS AHP PRODUCTS  
  - Convenience, Performance & Affordability in AHP
9:30AM  [2.0] THE CURRENT MARKETPLACE – BABY DIAPERS  
  - Tiers & Differentiation of Diapers
10:30AM  BREAK
10:45AM  [3.0] THE CURRENT MARKETPLACE - FEMININE CARE PRODUCTS  
  - Tiers & Differentiation of Feminine Care Pads
11:30AM  BREAK
11:45AM  [4.0] THE CURRENT MARKETPLACE - ADULT INCONTINENCE PRODUCTS  
  - Terminology, Differentiation of Products  
  - Manufacturers, their Brands & Features  
  - Market Trends in AHPs
12:30PM  LUNCH
1:30PM  [5.0] DESIGNING AHP COMPONENTS THAT PERFORM  
  - The Chassis Containment System  
  - The Acquisition-Absorbent System
2:00PM  BREAK
2:15PM  [6.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS  
-  SAP

3:15PM  DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS CONTINUE - SAP

4:15PM  BREAK

4:30PM  DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS CONTINUE - SAP

5:00PM  MATERIAL REVIEW / GROUP Q&A

6:00PM  RECEPTION
DAY 2 – WEDNESDAY |

8:00AM  CONTINENTAL BREAKFAST

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

9:30AM  BREAK

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

10:30AM  BREAK

10:45AM  DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CONTINUE
- Samples of Nonwovens Used in AHP’s
- Specifying NW Components
  o Topsheets
  o Barrier Cuffs
  o Outer Covers

11:30AM  LUNCH

12:30PM  [8.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
- Fluff Pulp

2:15PM  BREAK (15)

2:30PM  [9.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
- Films & Elastics

JOHN TATE,  
DIRECTOR - TECHNICAL SERVICES  
GP CELLULOSE

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**
| DAY 3 – 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*