Absorbent Hygiene Training Course

Instructor: Terry Young
Terrill A. Young Consulting LLC

Course Agenda

| Sept 13th – Tuesday |

8:00AM  **CONTINENTAL BREAKFAST**

8:45AM  **WELCOME & INTRODUCTIONS**

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, Con’t
        - SAP

4:15PM  Break

4:30PM  Designing Materials To Enhance AHP Components, Con’t
        - SAP

5:00PM  Material Review / Group Q&A

6:00PM  Reception
| Sept 14th – Wednesday |

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, Con’t

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

10:30AM  Break

10:45AM  Designing Materials to Enhance AHP Components, Con’t

- 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

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 Education & Technical Affairs - INDA
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**

6:00PM **GROUP DINNER**
| SEPT 15TH – 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, CON’T**
- 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*