Absorbent Hygiene Training Course

Instructor: Terry Young
Terrill A. Young Consulting LLC

Course Agenda

<table>
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<th>JUNE 6th – TUESDAY</th>
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8:00AM  CONTINENTAL BREAKFAST
8:45AM  WELCOME & INTRODUCTIONS  MATT O’SICKEY,
8:45AM  WELCOME & INTRODUCTIONS  DIRECTOR OF EDUCATION &
9:00AM  UNDERSTANDING WHAT SELLS AHP PRODUCTS  TECHNICAL AFFAIRS – INDA
9:00AM  [1.0] UNDERSTANDING WHAT SELLS AHP PRODUCTS  TERRY YOUNG, INSTRUCTOR*
9:00AM  UNDERSTANDING WHAT SELLS AHP PRODUCTS  TERRILL A YOUNG
9:00AM  UNDERSTANDING WHAT SELLS AHP PRODUCTS  CONSULTING LLC
9:30AM  THE CURRENT MARKETPLACE – BABY DIAPERS  Tiers & Differentiation of Diapers
10:30AM  BREAK
10:45AM  THE CURRENT MARKETPLACE – FEMININE CARE PRODUCTS  Tiers & Differentiation of Feminine Care Pads
11:30AM  BREAK
11:45AM  THE CURRENT MARKETPLACE - ADULT INCONTINENCE PRODUCTS  Terminology, Differentiation of Products
11:45AM  THE CURRENT MARKETPLACE - ADULT INCONTINENCE PRODUCTS  Manufacturers, their Brands & Features
11:45AM  THE CURRENT MARKETPLACE - ADULT INCONTINENCE PRODUCTS  Market Trends in AHPs
12:30PM  LUNCH
1:30PM  [5.0] DESIGNING AHP COMPONENTS THAT PERFORM  The Chassis Containment System
1:30PM  [5.0] DESIGNING AHP COMPONENTS THAT PERFORM  The Acquisition-Absorbent System
2:00PM  BREAK
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<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker</th>
<th>Organization</th>
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<tbody>
<tr>
<td>2:15PM</td>
<td>[6.0] <strong>Designing Materials to Enhance AHP Components</strong></td>
<td>Jim Robinson, Principal – Absorbent Hygiene Insights, LLC</td>
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<td>3:15PM</td>
<td><strong>Designing Materials to Enhance AHP Components, Con’t</strong></td>
<td>Jim Robinson, Principal – Absorbent Hygiene Insights, LLC</td>
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<td>4:15PM</td>
<td><strong>Break</strong></td>
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<td>5:00PM</td>
<td><strong>Material Review / Group Q&amp;A</strong></td>
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<td>6:00PM</td>
<td><strong>Reception</strong></td>
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<td>JUNE 7TH – WEDNESDAY</td>
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8:00AM  CONTINENTAL BREAKFAST

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

9:00AM  BREAK

9:45AM  DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CON’T
- Diaper Deconstruct
- Nonwoven Substrates
  o Web Forming
  o Bonding
  o Finishing

10:30AM  BREAK

10:45AM  DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CON’T
- 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 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**
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

10:30AM  BREAK

10:45AM  THE CONVERTING MACHINE, CON’T
- Opportunities
- QC for Your Product

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