Absorbent Hygiene Training Course

Instructor: Terry Young
Terrill A. Young Consulting LLC

Course Agenda

| AUGUST 8TH – TUESDAY |

8:00AM  CONTINENTAL BREAKFAST

8:45AM  WELCOME & INTRODUCTIONS  MATT O'SICKEY, DIRECTOR OF EDUCATION & TECHNICAL AFFAIRS – INDA

9:00AM  [1.0] UNDERSTANDING WHAT SELLS AHP PRODUCTS  TERRY YOUNG, INSTRUCTOR*- TERRILL A YOUNG CONSULTING LLC

9:00AM  - Convenience, Performance & Affordability in AHP


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

12:30PM  LUNCH

1:30PM  [5.0] DESIGNING AHP COMPONENTS THAT PERFORM  - The Chassis Containment 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
AUGUST 9TH – 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, 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 &
TECHNICALAFFAIRS - 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*