

WIPES Academy

June 29-30, 2026

Instructors: Heidi Beatty, CEO,
& Paul Davies, Consultant, Crown Abbey LLC

COURSE AGENDA

Monday, June 29

7:30 am Breakfast

8:00 am Introductions

8:20 am **Module 1: History of Wet Wipes**

- How KFC helped launch the wipes category
- How Consumers habits have changed with wet wipes in their lives
- Market data: quantities & volumes

9:30 am Break

Module 2: Key Definitions and Terms

- Let's define a wipe
- Different types of wipes
- Terms used in the industry
- Plastic is plastic...right?

11:15 am Break

Module 3: What is the Wipe Part of the Wipe?

- Fibers that can be used in wet wipes
- Plastic versus Natural – the great debate!
- The different substrates
 - Types of nonwovens
 - How do you choose a nonwoven for your wet wipe?

12:45 pm Break

1:45 pm Module 4: The Lotion → From a Formulator's Perspective

- How to select the right ingredients for the wipe lotion
 - What are all the ingredients you find on the back of the pack?
- Serious about consumer safety
 - Whether it be for a baby's bottom or for hospital disinfection.

2:30 pm Break

2:45 pm Module 5: Packaging → From Sachet to Bucket

- What options are there for wipes?
- Packaging lines and why it makes difference which format you choose

4:05 pm Break

4:20 pm Module 6: Take a Walk with Us Down a Wipes Production Line

- How the formula, the nonwoven and the packaging all come together
- Why is it so hard to make a small number of packs?

Module 7: Are We in Control of Our Quality?

- Tools & tests we have during development
- Quality control during production
- How different regulations play a role

Module 8: Test Driven Development → from Concept to Launch

- How to put together a timeline and include the key milestones?
- What are the key risks and watchouts to look out for?
- How easy is it to make changes?

5:20 pm Recap of the Day

5:30 pm Class Adjourns

6:30 pm WOW 2025 Welcome Reception

Tuesday, June 30

7:30 am Breakfast

8:00 am **Module 9: Flushability**

- What does flushable mean and when can we flush a wipe?
- What is GD4, IWSFG, F2F and more!

Module 10: The Art of the Possible → How do Brands Choose Claims?

- What claims can you make about your wet wipe?
 - How are Face wipe claims different to surface cleaning wipes?
- How do you navigate the regulations, the testing and the safety aspects?
 - How other regions differ
- What is single use plastic and why do we care?

10:15 am Break

10:30 am Module 11: Trends that will Define the Next 5 Years, and a Few That Won't!

- What is driving the current market and how to look at the opportunities for the future.
- What is changing about our consumer?
- Sustainability and wet wipes - what does that even mean?

Module 12: Is a Facial Mask a Wet Wipe? And Other Challenging Questions that are Hot in the Industry!

- Single Use Plastic: EU's SUPD, Litter, Beaches explained!
- Fatburgs: a problem just for London's aging sewers?
- Reusable versus Disposable: a key threat or opportunity for our industry?

11:45 am **Recap, Questions & Close-Out**

12:00 pm **Course adjourns**