

Wipes Development Course



DATE:
JUNE 7–10, 2027



LOCATION:
INDIANAPOLIS, IN

Instructors:

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Chief Executive
Officer

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Consultant

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COURSE AGENDA

Day 1	Monday, June 7
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
Day 2	Tuesday, June 8
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