



# NONWOVENS TRAINING COURSE: ABSORBENT HYGIENE



2.5 DAYS

## Absorbent Hygiene Training Course

Instructor: Terry Young  
Terrill A. Young Consulting LLC

### Course Agenda

| SEPT 13<sup>TH</sup> – TUESDAY |

8:00AM **CONTINENTAL BREAKFAST**

8:45AM **WELCOME & INTRODUCTIONS**

MATT O'SICKEY,  
DIRECTOR OF EDUCATION &  
TECHNICAL AFFAIRS – INDA

TERRY YOUNG, INSTRUCTOR\*  
TERRILL A YOUNG  
CONSULTING LLC

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**



**NONWOVENS TRAINING COURSE:**  
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**ABSORBENT HYGIENE**



**2.5 DAYS**  
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2:15PM	<b>[6.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS</b> - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
3:15PM	<b>DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CON'T</b> - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
4:15PM	<b>BREAK</b>	
4:30PM	<b>DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CON'T</b> - SAP	JIM ROBINSON, PRINCIPAL – ABSORBENT HYGIENE INSIGHTS, LLC
5:00PM	<b>MATERIAL REVIEW / GROUP Q&amp;A</b>	
6:00PM	<b>RECEPTION</b>	

| SEPT 14<sup>TH</sup> – WEDNESDAY |

8:00AM	<b>CONTINENTAL BREAKFAST</b>	
8:30AM	<b>[7.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS</b> <ul style="list-style-type: none"> <li>- Diaper Deconstruct</li> <li>- Nonwoven Substrates <ul style="list-style-type: none"> <li>o Raw Materials</li> </ul> </li> </ul>	
9:30AM	<b>BREAK</b>	
9:45AM	<b>DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CON'T</b> <ul style="list-style-type: none"> <li>- Diaper Deconstruct</li> <li>- Nonwoven Substrates <ul style="list-style-type: none"> <li>o Web Forming</li> <li>o Bonding</li> <li>o Finishing</li> </ul> </li> </ul>	
10:30AM	<b>BREAK</b>	
10:45AM	<b>DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS, CON'T</b> <ul style="list-style-type: none"> <li>- Samples of Nonwovens Used in AHP's</li> <li>- Specifying NW Components <ul style="list-style-type: none"> <li>o Topsheets</li> <li>o Barrier Cuffs</li> <li>o Outer Covers</li> </ul> </li> </ul>	
11:30AM	<b>LUNCH</b>	
12:30PM	<b>[8.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS</b> <ul style="list-style-type: none"> <li>- Fluff Pulp</li> </ul>	JOHN TATE, DIRECTOR - TECHNICAL SERVICES GP CELLULOSE
2:15PM	<b>BREAK (15)</b>	
2:30PM	<b>[9.0] DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS</b> <ul style="list-style-type: none"> <li>- Films &amp; Elastics</li> </ul>	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 15<sup>TH</sup> – THURSDAY |

8:00AM	<b>CONTINENTAL BREAKFAST</b>	
8:30AM	<p><b>[12.0] UNDERSTANDING &amp; TESTING YOUR PRODUCT</b></p> <ul style="list-style-type: none"> <li>- So Your AHP Made a Splash in the Market, What Next?</li> <li>- Softness Concepts &amp; Testing</li> <li>- Marketing Claims</li> <li>- The Three Things You Must Do <ul style="list-style-type: none"> <li>• Continuing to Improve</li> <li>• Cost Saving</li> <li>• Broadening Appeal</li> </ul> </li> <li>- Quality Control</li> </ul>	
9:30AM	<b>BREAK</b>	
9:45AM	<p><b>[13.0] THE CONVERTING MACHINE</b></p> <ul style="list-style-type: none"> <li>- Limitations</li> <li>- Designing for Future Needs</li> </ul>	CHRIS NELSON, BUSINESS DEVELOPMENT Manager – Curt G. JOA, INC
10:30AM	<b>BREAK</b>	
10:45AM	<p><b>THE CONVERTING MACHINE, CON'T</b></p> <ul style="list-style-type: none"> <li>- Opportunities</li> <li>- QC for Your Product</li> </ul>	CHRIS NELSON, BUSINESS DEVELOPMENT Manager – Curt G. JOA, INC
12:00PM	<b>LUNCH</b>	
1:00PM	<p><b>[14.0] ALTERNATIVE MATERIALS FOR END-OF-LIFE ISSUES</b></p> <ul style="list-style-type: none"> <li>- AHP Recycling / Composting Efforts</li> <li>- Sustainability</li> <li>- Bioplastics</li> </ul>	
2:00PM	<p><b>COURSE ADJOURNS</b></p> <ul style="list-style-type: none"> <li>- Final Questions &amp; Comments</li> <li>- How did we do?</li> </ul>	

\*ALL SECTIONS LED BY TERRY YOUNG UNLESS OTHERWISE NOTED