

## Absorbent Hygiene Training Course

### Instructors:

**Terry Young**  
Terrill A. Young Consulting LLC  
terrillayoung@gmail.com

**Chris Nelson**  
Business Development Manager  
Curt Joa  
CNelson@joa.com

**Jim Robinson**  
Principal  
Absorbent Hygiene Insights LLC  
absorbenthygieneinsights@gmail.com

**John Tate**  
Director Technical Services  
GP Cellulose  
john.tate@gapac.com

**Matt O'Sickey**  
Director of Education & Technical Affairs  
INDA  
mosickey@inda.org

### Course Agenda

#### | AUG 26TH – TUESDAY |

8:00 AM	Coffee and Pastries	
8:30 AM	Welcome & Introductions	Matt O'Sickey & Terry Young
9:00 AM	Understanding What Sells AHP Products - Convenience, Performance & Affordability in AHP	Terry Young
9:30 AM	The Current Market Place – Baby Care Products - Tiers & Differentiation of Diapers	Terry Young
10:30 AM	Break	
10:45 AM	Product Deconstruction: Baby Care	All
11:15 AM	The Current Market Place – Adult Incontinence Products - Terminology, Differentiation of Products - Manufacturers, their Brands & Features - Market Trends in AHPs	Terry Young
12:00 PM	The Current Market Place – Menstrual Care Products - Tiers & Differentiation of Feminine Care Pads - Manufacturers, their Brands & Features - Market Trends	Terry Young
12:30 PM	Lunch	

1:15 PM	The Converting Machine, Part 1 - Limitations - Designing for Future Needs	Chris Nelson
2:15 PM	Break	
2:30 PM	The Converting Machine, Part 2 - Opportunities - QC for Your Product	Chris Nelson
3:30 PM	Break	
3:45 PM	Major Systems of Absorbent Hygiene Products - The Chassis Containment System - The Acquisition-Absorbent System	Terry Young
4:15 PM	Product Deconstruction: Adult Incontinence	All
4:35 PM	Nonwovens in Absorbent Hygiene - Raw Materials - Web Forming - Bonding - Finishing	Terry Young
5:15 PM	Nonwovens in Absorbent Hygiene - Topsheets - Acquisition Distribution Layers - Barrier Cuffs - Outer Covers	Terry Young
6:00 PM	End of Day Review / Questions	All
6:15 PM	Dinner on Your Own	

| AUG 27TH – WEDNESDAY |

8:00 AM	Coffee and Pastries	
8:30 AM	Recap of Day 1 & Questions	All
8:45 AM	Comments on Tampons <ul style="list-style-type: none"> <li>- Past challenges</li> <li>- Alternatives for plastic applicators</li> </ul>	All
9:15 AM	Superabsorbents, Part 1 <ul style="list-style-type: none"> <li>- Background &amp; Theory</li> <li>- Testing Methods</li> </ul>	Jim Robinson
10:15 AM	Break	
10:30 AM	Superabsorbents, Part 2 <ul style="list-style-type: none"> <li>- Performance</li> <li>- Sustainable Options</li> </ul>	Jim Robinson
11:15 AM	Product Deconstruction & Testing – Menstrual Care	All
11:45 AM	Lunch	
12:30 PM	Absorbent Hygiene Product Testing <ul style="list-style-type: none"> <li>- Standard Test Methods (NWSP Methods)</li> <li>- NAFC methods for Adult Incontinence Products</li> </ul>	Terry Young Matt O’Sickey Jim Robinson
1:00 PM	Fluff Pulp, Part 1	John Tate
2:15 PM	Break	
2:30 PM	Fluff Pulp, Part 2	John Tate
3:30 PM	Break	
3:45 PM	Sustainability Topics <ul style="list-style-type: none"> <li>- Sourcing: Raw Material Options</li> <li>- End-of-Life Considerations</li> <li>- Consumer Perceptions</li> </ul>	Terry Young Matt O’Sickey
5:15 PM	End of Day Review / Questions	All
6:00 PM	Group Dinner (Bocci Restaurant)	All

**| AUG 28TH – THURSDAY |**

8:00 AM	Coffee and Pastries	
8:30 AM	Recap of Day 2 & Questions	All
8:45 AM	Outer Covers and Elastics, Part 1	Matt O’Sickey
9:30 AM	Break	
10:00 AM	Outer Covers and Elastics, Part 2	Matt O’Sickey
11:00 AM	Putting It All Together <ul style="list-style-type: none"> <li>- Adhesives &amp; UltraSonics</li> <li>- Color &amp; Printing</li> <li>- Hook &amp; Loop Closure Systems</li> </ul>	Terry Young
12:00 PM	Survey & Lunch	All
12:45 PM	Understanding Your Product <ul style="list-style-type: none"> <li>- Developing a Compelling Marketing Concept</li> <li>- Performance Testing in the Lab</li> <li>- Performance Testing with the Consumer</li> <li>- “Spend a Little – Learn a Lot”</li> <li>- Obtaining Prototypes &amp; Test Products</li> </ul>	Terry Young
1:45 PM	Closing Questions	All