

# Absorbent Products Design Seminar

April 29 - May 1, 2015 • Radisson Plaza Hotel at Kalamazoo Center • Kalamazoo, Michigan, USA

## Presentations

### Section 1

#### Introduction to the 2015 Absorbent Products Design Seminar

- James P. Hanson, Director
- Marketing Technology Service, Inc.

### Section 2

#### Adult Incontinence

- James P. Hanson, Director
- Marketing Technology Service, Inc.

### Section 3

#### Testing

- Mark Bolyen, Manager Nonwovens
- Marketing Technology Service, Inc.

### Section 4

#### Superabsorbent Polymer: Forms, Properties & Applications

- Blake Kuster, Managing Director
- Absorbent Technologies, Inc.

### Section 5

#### Fluff Pulp Overview

- Don Young, Director Commercial Development
- Marketing Technology Service, Inc.

### Section 6

#### Pulp Defibration Performance

- Mark Bolyen, Manager Nonwovens
- Marketing Technology Service, Inc.

### Section 7

#### Evaluating SAP Properties and Core Performance

- James Robinson, Technical Services Manager
- BASF Hygiene Products

### Section 8

#### SAP Content Testing: SAP in Products Tested with Saline

- James Robinson, Technical Services Manager
- BASF Hygiene Products

### Section 9

#### Skin Care Issues

- Beth Hanson, Manager
- Marketing Technology Service, Inc.

### Section 10

#### Dual Surface Wipes for Cleaning Hard Surfaces

- James P. Hanson, Director
- Marketing Technology Service, Inc.

### Section 11

#### Feminine Hygiene

- Beth Hanson, Manager
- Marketing Technology Service, Inc.

### Section 12

#### The Limits of Thin

- James P. Hanson, Director
- Marketing Technology Service, Inc.

### Section 13

#### Diaper Performance Evaluation

- Mark Bolyen, Manager Nonwovens
- Marketing Technology Service, Inc.

### Section 14

#### Elastification of Pant Style Adult Incontinence Products

- Matt J. O'Sickey, Ph.D., Sr. Global Product Manager - Consumer Care
- Tredegar Film Products

### Section 15

#### Innovation Trends in Film-Based Outer Cover Designs for Absorbent Hygiene Products

- Allan Houston, Market Director Personal Care & Medical Flexible Packaging Division
- Berry Plastics Corporation

### Section 16

#### Non-Conventional Diaper Cores

- Don Young, Director Commercial Development
- Marketing Technology Service, Inc.

### Section 17

#### APDS Data Set Compared

- James P. Hanson, Director
- Marketing Technology Service, Inc.