

Announcing: The first 2016 Industry Event from MTS ...

Absorbent Products Design Seminar -2016

April 5-7, 2016

- Radisson Plaza Hotel •
- Kalamazoo, Michigan, USA •

PLUS!

**Tour and Demonstration
of the MTS Airlaid and
Testing Facilities**



NEW!

**See the Enclosed
Roster of Presentations**

- Absorbent Disposables Technology for Technical and Non-Technical Executives
 - Practical Aspects of Materials Selection and Product Design
 - Baby Diapers, Feminine Hygiene, Adult Disposables and Wipes
 - Airlaid Machine Tour and Grades Demonstration

Marketing Technology Service, Inc. invites you to attend a comprehensive briefing on absorbent disposables. The two and a half day event focuses on designing superior diapers, feminine pads and wipes.

This conference is a unique chance to see technology that is seldom presented. It covers absorbent products design in a format understandable to non-technical people in sales, marketing or management, as well as to technical people new to this secretive industry. Extensive use of videos, samples

and demonstrations will illustrate the concepts and interactions of design choices. Complex chemistry and mathematical modeling will be avoided, but delegates will find themselves exposed to a large amount of technical information that is generally considered to be "secret."

Sponsored by



Marketing Technology Service, Inc.

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MTS also sponsors the

NTC Since 1998
MTS Nonwovens Technology Conference

and the

**MTS Executive Short Course
in Absorbent Products**

Absorbent Products Design Seminar -2016

PROGRAM HIGHLIGHTS -- Tuesday, April 5th & Wednesday, April 6th

This conference is about how to design, qualify and compare disposables and materials. It covers what's important to consider for success, what good and bad data looks like, and how it is generated for maximum effect.

Subjects to be covered include these and more:

- Statistics, Segmentation and Trends - Baby Diapers, Adult, Feminine Care and Wipes
- Technology Changes and Evolution of Product Offerings
- Evolution of Shaping, Density and Thickness
- Predicting Performance in the Real World
- Urination in Children and Adults: Designing for Differences in Age, Day versus Night, and Symptoms
- Testing Test Fluids and Method Selection
- 2010-2016 Diaper Comparative Test Results for Commercial Products
- Adult Incontinence: Segmentation, Prevalence, Flow Rates and Amounts by Type
- Fluid Transport in Thin Products
- Acquisition of Liquids in Complex Systems
- SAP Technology and Engineered SAP Performance
- Comparing Fluff Pulps
- Fluff Pulp: Worldwide Capacity by Producer and Type, Specialty Pulps and Implications for Selecting Fluff Pulps
- Hammermill Variables, Optimization of Results and Fluff Grade Selection for Diapers and Wipes
- Comparing Superabsorbents
- Comparing Blends of Fluff and SAP
- Core Integrity and Evaluation
- Analyzing SAP Content in Unknown Diapers
- Density Gradient and 3-D Structures
- Thin Diaper Approaches and Implications
- Adjusting Diaper Design Formulas to Accommodate Material Price Shifts
- Blended SAP Systems and Layering Options
- 25%, 50% and 75% SAP Cores Compared -- Multiple Standard Tests
- Skin Care Management in Baby Diapers, Adult Incontinence and Wipes
- Hard-surface Wipers -- Materials Impact and Performance Evaluation

(continued)

- Instructive Designs of the Past
 - Serenity
 - Change 'N Go
 - Phases
 - Goon
 - White Cloud
 - Infinity
 - Envive
 - Rely Tampon
- Preformed Absorbent Cores, Roll Good Absorbents, Synthetic Alternatives, and other Options for Thin Cores
- Feminine Hygiene Pads: Fluff, Airlaid, and Foam-based Systems Compared
- Marketing and Product Needs – Influence of Obesity, Medication and Other Health Trends
- Barrier Film Technology and Applications - Testing, Selection, and Trends

Tour and Demonstration -- Thursday, April 7

SPECIAL OPPORTUNITY!
**MTS AIRLAID PLANT
TOUR & DEMONSTRATION**
8:30 - 11:00 A.M.

A short bus trip will take delegates to the MTS facilities. Delegates will observe production of grades of ultrathin and exotic hygienic composites including: ultra-high-percent SAP composites, two-sided wipers and 100% synthetic absorbent core.

In addition, the MTS testing facility will be demonstrated, including hammermills, nit counters and advanced testing devices.

This is a special opportunity since airlaid plants are seldom open for public tours and this particular facility has unique product design capabilities.



Comments from previous Absorbent Products Design Events:

“This was a worthwhile course and I am highly recommending it to co-workers!”

“I learned more technology in three days than I’ve learned in my three years on the job at xxxxxxxx!”

“Quality and content of presentations were very good. Excellent.”

“Best part of the course was the speakers’ obvious in-depth knowledge of their topics.”

“Good overview- Many aspects of industry, products/markets presented.”

“Very good course... contacts excellent. Well done.”

“I thoroughly enjoyed the course and I found the forthright, no holds barred presentation very good.”

Register for this Event Online at: www.marketingtechnologyservice.com

Absorbent Products Design Seminar -2016

April 5-7, 2016 • Radisson Plaza Hotel at Kalamazoo Center • Kalamazoo, Michigan, USA

Presentations

Section 1

Introduction to the 2016 Absorbent Products Design Seminar

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

Section 2

Adult Incontinence Segmentation and Success Factors

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

Section 3

Testing with Mannequins and Predicting Real-World Performance

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

Section 4

Diaper Performance Evaluation Results

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

Section 5

Superabsorbent Polymer: Forms, Properties & Applications

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

Section 6

Fluff Pulp Overview - Technology and Use

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

Section 7

Pulp Defibration Performance and Variables

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

Section 8

Evaluating % SAP, Properties and Core Performance

- James Robinson, Technical Services Manager
- BASF Hygiene Products

Section 9

Skin Care Issues

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

Section 10

Market Segmentation and Prospects - Baby, Adult and Wipes

- Brad Kalil, Director of Market Research and Statistics
- INDA

Section 11

Dual Surface Wipes for Cleaning Hard Surfaces

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

Section 12

Feminine Hygiene Products and Design Issues

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

Section 13

The Limits of Thin - Liquid Acquisition and Transport in Complex Systems

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

Section 14

Elastification of Pant Style Adult Incontinence Products and Baby Diapers

- 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 and Options

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

Section 17

APDS Data Set Compared vs. Test Protocols

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

Section 18

MTS Airlaid Facility Tour Schedule and Grade Demonstration Preview