

Marketing Technology Service announces the latest in its series of Executive Short Courses:

SC 2008

MTS Short Course in Absorbent Products

& Airlaid Plant Tour

March 11-12, 2008

• Radisson Plaza Hotel & Suites •



• Kalamazoo, Michigan, USA •

Program

TUESDAY, MARCH 11, 2008

SESSION I, 8:30 A.M. - 12 NOON MARKET PROFILES

- Course Introduction
- Statistics & Growth Trends in World Absorbent Product Markets - Diapers, Adult, Feminine Hygiene and Wipes
- Technology Changes & Trends Affecting the Absorbent Products Industry
- Common Materials and Cost Factors
- Technology Changes & Evolution of Absorbent Product Designs
- Physiology of Urination in Normal Children and Adults - Designing for Differences in Age
- Adult Incontinence: Segmentation, Products, Prevalence, Flow Rates & Amounts by Type
- Skin Care Management Issues for Designers of Disposables

LUNCH (on your own)

SESSION II, 1:30 - 4:45 P.M. MANUFACTURING ISSUES FOR ABSORBENT PRODUCTS

- Instructive Finished Product Designs & Advanced Manufacturing Technology
- Thin Baby Diaper Approaches & Implications
- Density Gradient & 3-D Structures
- Superabsorbent & Fluff Pulp: Performance & Interactions
- Liquid Acquisition, Fluid Movement in Capillary Structures and Implications for Designers
- Feminine Hygiene Designs & Issues for Performance
- Evaluating Product & Materials Performance with Advanced Testing vs. Primitive Test Methods
- Questions and Answers

COCKTAIL PARTY, 5:00 - 6:30 p.m.

MTS has been conducting Executive Level Short Courses **Since 1993!**

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



Sponsored by:

Marketing Technology Service, Inc.

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SESSION III, 8:30 A.M. - 12 NOON
MATERIALS TECHNOLOGY

- Fluff Pulp: Processes, Types, Defibration, and Implications of Fluff Pulp Selection for Product Performance
- Superabsorbents: Manufacture, Forms, Selection & Performance
- Roll Good Absorbents, Alternatives, & Pulpless Core Designs
- Ultrathin Products, Ultra High % SAPs & Alternative Materials
- Routine Production Control Methods vs. Central Lab Techniques
- Adjusting Diaper Design Formulas to Accommodate Material Price Shifts
- Wipes and Wipers Markets
- Airlaid Synthetic and Woodpulp Fabrics: Grades & Trends
- Forming and Bonding Technology for Airlaid Webs
- Future Trends in Airlaid Forming

SPECIAL OPPORTUNITY!**BUS TRIP: MTS AIRLAID PLANT TOUR & DEMONSTRATION, 1:00 - 3:45 P.M.**

A short bus trip will take delegates to tour the MTS facilities. Delegates will observe the production of complex grades of ultrathin and exotic hygienic composites, demonstrating airlaid design concepts described in the Short Course including: diapers-on-a-roll, ultra high SAP composites, two-sided wipers and 100% synthetics.

In addition, the MTS testing facility and absorbent product testing devices will be demonstrated, including hammermills, nit counters and MTS testing devices for adult and baby diaper development.

This is a special opportunity since airlaid plants are seldom open for public tours and few, if any, have these capabilities.

All delegates will receive an airlaid sample fabric book from the demonstration and a full proceedings book for the Short Course lectures.

Hotel Information:

Discount room rates are available March 10-12 for Short Course 2008 Attendees:

Single or Double room: **US\$ 130.00**

You can make reservations at the Radisson Plaza Hotel:

1. Online at www.radissonkz.com, using booking code: 0803MKTTEC
2. Use the enclosed Hotel Registration fax form
3. By telephone: 269-343-3333 (mention the booking code: 0803MKTTEC, or that you are attending the "Marketing Technology Service" event to receive the discount room rate)

Guests are required to guarantee reservations with a 1-night deposit (+ taxes). Deposit is refunded if reservation is cancelled prior to 6:00 p.m. on date of arrival. Check-in: 4:00 p.m. Check-out: 12:30 p.m.

Parking in the attached parking ramp:

Hotel guest: \$5 per day self-parking
\$10 per day valet parking

Non-hotel-guest public parking: \$1 per hour, \$8 maximum per day

Complimentary transportation is available through the Radisson Plaza Hotel from and to the Kalamazoo/Battle Creek International Airport. Cars are generally unnecessary -- there are many restaurants within walking distance. The Radisson Plaza Hotel is a smoke-free facility.

Make Your Hotel Reservations Early!