

SC 2011 Program

MTS Executive Short Course in Absorbent Products

TUESDAY, MARCH 15, 2011

SESSION I, 8:30 A.M. - 12:00 NOON MARKET PROFILES

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

LUNCH (on your own), 12:00 - 1:30 p.m.

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

- Feminine Hygiene Designs & Issues for Performance - Fluff-based, Airlaid Fabrics and Foam-based Systems
- Instructive Diaper Designs & Advanced Manufacturing Technology
- Thin Baby Diaper Approaches & Implications
- Density Gradient & 3-D Structures
- Superabsorbent & Fluff Pulp: Performance and Interactions
- Liquid Acquisition, Fluid Movement in Capillary Structures & Implications for Designers
- Evaluating Product & Materials Performance with Advanced Testing vs. Primitive "Standard" Test Methods
- Superabsorbents: Players, Worldwide Capacities, Capacity Trends, Forms, Chemistries, and the Future

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

WEDNESDAY, MARCH 16, 2011

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

- Fluff Pulp: Players, Worldwide Capacity by Producer, Processes, Types, Defibration, and Implications of Fluff Pulp Selection for Product Performance
- Roll Good Absorbents, Synthetic Alternatives, & Pulpless Core Designs
- Designing Ultrathin Products, Ultra High % SAPs & Use of Alternative Materials
- Routine Production Control Testing Methods vs. Central Lab Techniques, Common QC Mistakes
- Adjusting Diaper Design Formulas to Accommodate Material Price Shifts
- Predicting Performance in the Real World
- 2010 Diaper Designs & Comparative Test Results for Commercial Diapers

LUNCH (on your own), 12:00 - 1:30 p.m.

SESSION IV, 1:30 - 4:45 P.M. AIRLAID AND CURRENT TOPICS

- Fiber Selection & Implications
- Technologies of Common Fabrics & Properties: Tissues, Spunmelts, Drylaid Forming, Wet Forming and Apertured Films
- Fiber Properties, Layered Assemblies & Implications for Product Designs
- Airlaid Synthetic & Wood Pulp Fabrics: Grades, Issues & Trends
- Wipes My Way
- Future Trends in Airlaid Forming
- Hammermilling, Variables, Optimization of Results & Fluff Grade Selection for Diapers and Wipes
- Airlaid Technology for Forming & Bonding: Forming Options and Implications
- Airlaid Preformed Cores for Thin Product Designs
- Frontiers, Myths, Patent Estates, Realities & Predictions
- Q&A: Any Question Answered (Almost!)
- MTS Tour and Demo Agenda Preview

SC 2011 Tour

MTS Executive Short Course in Absorbent Products

THURSDAY, MARCH 17, 2011

SPECIAL OPPORTUNITY!

MTS AIRLAID PLANT TOUR & DEMONSTRATION, 8:30 - 11:30 A.M.

A short bus trip will take delegates to tour the MTS facilities. Delegates will observe the production of several complex grades of ultrathin and exotic hygienic composites, demonstrating airlaid design concepts described in the Short Course including: diapers-on-a-roll, ultra-high-percent 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 advanced testing devices for adult and baby diaper development.

This is a special opportunity since airlaid plants are seldom open for public tours and this facility has unique product design capabilities found nowhere else in the world.

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



Evaluations from previous Short Courses in this series:

“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.”

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

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