

Announcing: The first 2015 Industry Event from MTS ...

Absorbent Products Design Seminar

April 29 - May 1, 2015

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

PLUS!

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



- **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

PROGRAM HIGHLIGHTS -- Wednesday, April 29 & Thursday, April 30

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:

- Evolution of Shaping, Density and Thickness in Absorbent Products
- Thin Baby Diaper Approaches and Implications
- Fluid Transport in Thin Products
- Acquisition of Liquids in Complex Systems
- Testing Protocols Considered and Critiqued
- Predicting Product Performance in the Real World
- Testing Test Fluids - Saline, Blood and Synthetic Blood Formulas Compared
- Superabsorbents: Players, Worldwide Capacities, Forms, Chemistries, and the Future
- SAP Technology and Engineered SAP Performance
- Density Gradient and 3-D Structures
- Adjusting Diaper Design Formulas to Accommodate Material Price Shifts
- Comparing Fluff Pulps, Superabsorbent Layered Assemblies and Superabsorbent Blends
- Analyzing SAP Content in Unknown Diapers
- 25%, 50% and 75% SAP Cores Compared for Performance
- 2010-2015 Diaper Comparative Test Results for Typical Commercial Diapers and Adult Disposables
- Layered Assemblies and Implications
- Urination in Children and Adults: Designing for Differences in Age, Day versus Night, and Symptoms
- Adult Incontinence: Segmentation, Prevalence, Flow Rates and Amounts by Type
- Skin Care Management in Baby Diapers, Adult Incontinence and Wipes
- Feminine Hygiene Pads: Fluff, Airlaid, and Foam-based Systems Compared
- Marketing and Product Needs – Influence of Obesity, Medication and Other Health Trends
- Fluff Pulp: Worldwide Capacity by Producer and Type, Specialty Pulps and Implications for Selecting Fluff Pulps
- Hammermill Variables and Optimization of Results
- Barrier Film Technology and Applications - Testing, Selection, and Trends
- Elastics and Attachment Systems

(continued)

- Core Integrity Evaluation
- Pulpless versus Near-Pulpless Designs
- Instructive Designs of the Past
 - Serenity
 - Change 'N Go
 - Phases
 - Goon
 - White Cloud
 - Infinity
 - Envive
 - Rely Tampon
- Preformed Airlaid Cores – Implications and Challenges
- Roll Good Absorbents, Synthetic Alternatives, and other Options for Thin Cores

Tour and Demonstration

Friday, May 1

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.

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



The last APDS held in 2013 attracted delegates from 13 countries -- Here are some comments:

“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