

Announcing:

# SC 2011

March 15-17, 2011  
• Radisson Plaza Hotel •  
• Kalamazoo, Michigan, USA •

## MTS Executive Short Course in Absorbent Products & Airlaid Plant Tour



- Absorbent Disposables Technology for the Non-Technical Executive
- Practical Aspects of Materials Selection and Product Design
- Markets and Issues: Baby Diapers, Feminine Hygiene, Adult Disposables and Wipes
- Airlaid Machine Tour and Novel Grades Demonstration

Marketing Technology Service, Inc. invites you to attend the 2011 edition of the Executive Short Course on Absorbent Disposables. This two and a half day event differs from typical association and academic training courses in that it presents practical information from 35 years of product and material development experience as the world disposables industry evolved.

The goal of this event is to present a crash course in absorbent products design and technology 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 and demonstration will illustrate the concepts and interactions of design choices. Heavy 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." In addition, delegates will tour the product design and testing laboratories at MTS and will view elaborate airlaid composites production, demonstrating novel high-tech grades and concepts presented during the course.

Presented by:



**Marketing Technology Service, Inc.**

4100 South 7th Street • Kalamazoo, MI 49009 USA

Telephone: 269-375-1236 • Fax: 269-375-6710

E-mail: [ccostello@marketingtechnologyservice.com](mailto:ccostello@marketingtechnologyservice.com)

[www.marketingtechnologyservice.com](http://www.marketingtechnologyservice.com)

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and

**NTC** Since 1998  
MTS Nonwovens Technology Conference

# 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

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

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### **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

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

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## 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

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

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### **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](http://www.marketingtechnologyservice.com)**



# Make Your Hotel Reservations **NOW!**

**Discount room rates** are available March 14-16 for Short Course 2011 Attendees:

Single or Double room: **US\$ 130.00** (Available until February 27, 2011, or until available MTS Short Course rooms are full, whichever comes first)

## **You can make reservations at the Radisson Plaza Hotel:**

1. Use the enclosed Hotel Registration fax form
2. By telephone: 269-343-3333 or 800-333-3333 (mention that you are attending the "MTS Short Course" 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: 12:00 noon.

## **Parking in the attached parking ramp:**

Hotel guest: \$10 per day self-parking  
\$15 per day valet parking  
Non-hotel-guest public parking: \$1.50 per hour,  
\$15 maximum per day

Complimentary transportation is available through the Radisson Plaza Hotel from and to the Kalamazoo/Battle Creek International Airport. To receive Shuttle Service (daily 6am-11:30pm), call (269) 343-3333 for reservations, or contact the Radisson through the airport courtesy phone located at baggage claim at the Kalamazoo Airport. Taxi service is also available.

The Radisson is about 10 minutes from the airport.

**The Radisson Plaza Hotel is a smoke-free facility.**



## **Getting to Kalamazoo**

Kalamazoo Michigan is a pleasant destination with a lively downtown area. Most delegates will not find the need to rent a car -- there are many restaurants within walking distance of the hotel. It's easy to fly to Kalamazoo from Minneapolis, Chicago O'Hare, Cincinnati or Detroit. Kalamazoo is about a 20-minute flight from Detroit, Cincinnati or Chicago and about a 1-hour flight from Minneapolis. If you decide to rent a car, it's about a 2-hour drive from either Detroit or Chicago airports.

# MTS Executive Short Course 2011 Registration Form

YES! I want to sign up \_\_\_\_\_ people from my company for SC 2011, subject to the terms below.

# SC 2011

**MTS Executive Short Course in Absorbent Products**

March 15-17, 2011 • Kalamazoo, Michigan, USA • Radisson Plaza Hotel

(When registering a group, use a copy of this form for each attendee)

MR.  MRS.  MS.  MISS

FIRST (Given) NAME \_\_\_\_\_

LAST (Family) NAME \_\_\_\_\_

NAME PREFERRED  
FOR BADGE \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

MY COMPANY'S MAIN BUSINESS IS: \_\_\_\_\_

GROUP REGISTRATION  
CONTACT PERSON \_\_\_\_\_

GROUP CONTACT EMAIL \_\_\_\_\_

## PAYMENT METHODS:

Please check your payment preference.

**Charge:** US \$ \_\_\_\_\_

VISA MASTERCARD DISCOVER  
(Sorry, we do not accept American Express)

Credit Card #:

\_\_\_\_\_

Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

Billing Address for this Credit Card:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_

Please PRINT the name of the Credit Card holder as it appears on the card:

\_\_\_\_\_

x \_\_\_\_\_

Signature of Credit Card Holder:

**Payment Enclosed:**

U.S. Dollars drawn on a U.S. bank - DO NOT send checks for U.S. Dollars drawn on a non-U.S. bank. Please make checks or International Money Orders payable to: **Marketing Technology Service**

**Send Formal Invoice:**

Purchase Order # \_\_\_\_\_

(if required by your company)

W21

## Terms:

No cancellations will be refunded after February 18, 2011 for any reason.

Cancellations which affect the category of discount rate will be adjusted at the time of refund.

## REGISTRATION FEES:

**Single Registrant:** US\$ 1195

**3 or More\*:** US\$ 995

\*Per person, from the same company, registering at the same time

Fax or mail this form to:



MARKETING TECHNOLOGY SERVICE, INC.  
4100 South 7th Street • Kalamazoo, MI 49009 U.S.A

**FAX: 269-375-6710**

Or Register Online at:

[www.marketingtechnologyservice.com](http://www.marketingtechnologyservice.com)

(click on the **SC 2011** logo)

Fax **COMPLETED** Form to: **Radisson Plaza Hotel & Suites: 269-381-1560**

**Registering for:**  
**MTS Executive Short Course 2011, March 15-17, 2011**  
**Sponsored by: Marketing Technology Service, Inc.**

NAME OF REGISTRANT

COMPANY

ADDRESS

CITY

STATE/PROVINCE

POSTAL CODE

COUNTRY

PHONE

FAX

E-MAIL ADDRESS

CONTACT NAME (If different from registrant)

**Special rates of US\$ 130.00 (+ taxes) for a Single or Double room are available. These rates are good through February 27, 2011 or until available reserved MTS Short Course rooms are full, whichever comes first.**

Single room

Arrival Date \_\_\_\_\_

Double room

Departure Date \_\_\_\_\_

Charge:  VISA  MASTERCARD  DISCOVER  AMERICAN EXPRESS  
*(Hotel only)*

Credit Card #

Exp Date

Billing Address for this Credit Card

Zip/Postal Code

Print the name of the Credit Card holder as it appears on the card

Signature of Credit Card Holder

\*\*\*If using a corporate purchasing card, please provide your customer code number \_\_\_\_\_

Fill out and fax to:

**Radisson Plaza Hotel & Suites**  
100 West Michigan Avenue  
Kalamazoo, MI 49007, USA  
Phone: 269-343-3333

# FAX: 269-381-1560

**(USE THIS FAX NUMBER FOR THIS HOTEL FORM ONLY)**