



# Virtual Conference Schedule

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## November 17

### WELCOME

**8:50 am - 8:55 am (EST)**

Moderator: Dave Rousse, President, INDA

### LIVE AUDIENCE POLL

**8:55 am - 9:00 am (EST)**

Moderator: Dave Rousse, President, INDA

### INDUSTRY OUTLOOK: THE ABHY INDUSTRY UNDER COVID-19

**9:00 am - 10:20 am (EST)**

Moderator: Dave Rousse, President, INDA

#### **Challenges for 2021 and Beyond: Post-Covid-19 Supply Chain Resiliency and Sustainability for Absorbent Hygiene Products**

Colin Hanna, Director of Research, Price Hanna Consultants LLC

Pricie Hanna, Managing Partner, Price Hanna Consultants LLC

#### **Global Market for Absorbent Hygiene: Disruption, Innovation, Path to Future Growth**

Svetlana Uduslivaia, Head of Home & Tech - Americas, Euromonitor International

### ASK-THE-EXPERTS

**10:20 am - 10:35 am (EST)**

*It's your chance to pose questions to any of the session's speakers. Engage in this 15-minute moderator guided Q&A session. Collectively, they'll be available for 15 minutes each day (with two sessions on Tuesday!) to answer your questions about absorbent hygiene and personal care product manufacturing, ingredients, branding, packaging, and market trends.*

### BREAK

**10:35 am - 10:45 am (EST)**

## **U.S. ECONOMIC FORECAST & INDUSTRY STATISTICS**

**10:45 am - 12:15 pm (EST)**

Moderator: Dave Rousse, President, INDA

### **U.S. Economic Outlook**

Lindsey Piegza, Ph.D., Chief Economist, Stifel Financial Corporation

### **The Outlook for the North American Nonwovens Absorbent Hygiene Market and the Impact of Covid-19**

Brad Kalil, Director of Market Intelligence and Economic Insights, INDA

## **ASK-THE-EXPERTS**

**12:15 pm - 12:30 pm (EST)**

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## **TABLETOP EXHIBITS**

**12:30 pm - 1:30 pm (EST)**

*Each tabletop exhibitor will be given a link to their own Zoom room where attendees can stop by and visit. Explore new technologies and innovations presented by the tabletop host.*

## **BREAK**

**1:30 pm - 2:00 pm (EST)**

## **PACKAGING & LABELING CHALLENGES**

**2:00 pm - 4:15 pm (EST)**

Moderator: Olaf Isele, Ph.D., Nonwovens Consultant, Metaxi SimBioSys LLC

### **Safety Profile of rPET as a Component of Disposable Hygiene Products**

Celene Dolan, Head of Marketing, Wellman International Ltd (Division of Wellman Inc., U.S.A.)

### **Third Party Certifications for Hygiene Products – Their Scope and Influence on Manufacturers and Consumers**

Monica Becker, Director of Beauty, Personal Care and Household, Cradle to Cradle Products Innovation Institute

### **Navigating Sustainability Label Claims to Set your Brand or Business Apart**

Alan Perlman, Business Development Director - Consumer Products & Retailer, NSF International

Jeff Wilson, Sr. Business Development Manager, NSF International

## ENGAGING CONVERSATIONS

**3:00 pm - 3:30 pm (EST)**

*Enjoy a cocktail hour without the cocktail, or the hour; engage in casual conversation with your peers in a small group of 8. Share your smile by turning on the video control! Each room will be hosted for easy introductions.*

## ASK-THE-EXPERTS

**4:15 pm - 4:30 pm (EST)**

*It's your chance to pose questions to any of the session's speakers. Engage in this 15-minute moderator guided Q&A session. Collectively, they'll be available for 15 minutes each day (with two sessions on Tuesday!) to answer your questions about absorbent hygiene and personal care product manufacturing, ingredients, branding, packaging, and market trends.*

## COCKTAIL HOUR

**4:30 pm - 5:30 pm (EST)**

*It's a virtual mixer! No matter your time zone, you'll have an opportunity to meet, say hello, see and be seen by your customers, prospects and colleagues. Whether it's Eastern Standard Time or Greenwich Mean Time, pour a beverage and toast your industry in this small venue cocktail hour. The event will be hosted by some of the most engaging superstars in our industry. Jump into one of the multiple rooms to meet and greet. With a limit of 25 people in a room, you can easily connect, converse and create new business.*

# November 18

## COFFEE TALK

**8:30 am - 9:00 am (EST)**

*Fantastic things happen over coffee! New connections start during a 30-minute moment that starts with a comfortable "hello". Claim your virtual seat at a table of eight participants.*

## THE FUTURE OF ABHY

**9:00 am - 11:15 am (EST)**

Moderator: Janet O'Regan, Director, Nonwovens Marketing, Cotton Incorporated

### **Hygiene 2035, Product of the Year (A Thought Experiment)**

Nick Carter, Director - Market Business Intelligence and Intellectual Property, Avgol Nonwovens  
DeeAnn Nelson, Ph.D., Development Program Manager, Avgol Nonwovens

### **Lessons from the Front Lines on Reducing Confusion & Building Trust**

Adam Greenberg, President, NorthShore Care Supply

### **Collection & Composting Program for Bamboo-based Baby Diapers**

Michael Waas, VP - Brand Partnership, TerraCycle Inc.  
Sergio Radovic, CEO, DYPER

## ENGAGING CONVERSATIONS

**10:15 am - 10:45 am (EST)**

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## ASK-THE-EXPERTS

**11:15 am - 11:30 am (EST)**

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## BREAK

**11:30 am - 11:45 am (EST)**

## 2020 HYGIENIX INNOVATION AWARD™ PRESENTATIONS

**11:45 am - 12:15 pm**

Moderator: Jeff Willis, Principal, Nonwovens by Design

HYGIENIX Innovation Award™ recognizes and rewards innovation within the entire disposable absorbent hygiene value chain that utilizes nonwoven fabric or technology in a way that expands the usage of nonwovens. Presented annually at the HYGIENIX™ Conference, eligible categories include, but are not limited to: raw materials, roll goods, converting, packaging, active ingredients, binders, additives and end-use products. Each finalist will give a 10-minute presentation, with a 15-minute Ask-The-Finalist afterward. The Hygienix Innovation Award™ Winner Announcement will be announced Thursday, November 19, at 3:15 pm.

### **MDP - Male Drip Protection**

Ian Heyman, Chief Executive Officer, Dermasteel, Ltd.  
Alex Gross, General Manager, Dermasteel, Ltd.

### **High Gel Strength (HGS) SAF™ fabrics**

Mark Paterson, Ph.D., Product Development Director, Technical Absorbents Ltd.

### **Full-Care® 6217**

Daniel Everson, Senior Scientist II, H.B. Fuller

## ASK-THE-FINALISTS

**12:15 pm - 12:30 pm (EST)**

Moderator: Jeff Willis, Principal, Nonwovens by Design

## BREAK

**12:30 pm - 1:00 pm (EST)**

## TABLETOP EXHIBITS

**1:00 pm - 2:00 pm (EST)**

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## INNOVATIVE DEVELOPMENTS & INTELLECTUAL PROPERTY

**2:00 pm - 4:00 pm (EST)**

Moderator: Nick Carter, Director - Market Business Intelligence and Intellectual Property, Avgol Nonwovens

### **The Future of Sustainable Plastic Alternatives and the Impact of the SUPD on Innovation**

Bryan Haynes, Ph.D., Senior Technical Director, Global Nonwovens, Kimberly-Clark Corporation

### **Innovative Stretch Engine Improves Heat Transfer & Dissipation**

Michael Sandlin, Product Manager, SWM International

### **Consumer Feedback – Analyzing Amazon Reviews and other Market Research Tools**

Natalia Richer, COO, Diaper Testing International

## ENGAGING CONVERSATIONS

**3:00 pm - 3:30 pm (EST)**

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## ASK-THE-EXPERTS

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# November 19

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## SMART DIAPERS

**9:00 am - 10:30 am (EST)**

Moderator: Jim Robinson, Principal, Absorbent Hygiene Insights, LLC

### **Technologies for Smart Sensors in Absorbent Hygiene Products**

Olaf Isele, Ph.D., Nonwovens Consultant, Metaxi SimBioSys LLC

### **Smart Diaper Technology – Everyday Wellness Monitoring in a Low Cost, Manufacturing Friendly Package**

Peter Curran, Chief Technology Officer, Simavita

### **Diaper Wetness Detection Using Low-cost Hydrogel-Based RFID Tags**

Pankhuri Sen, Researcher, MIT AutoID Lab

Rahul Bhattacharyya, Ph.D., Research Scientist, MIT

## ASK-THE-EXPERTS

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## BREAK

**10:45 am - 11:00 am (EST)**

## TESTING

**11:00 am - 12:00 pm (EST)**

Moderator: Heidi Beatty, Project Manager Consultant, Crown Abbey, LLC

### **The Fallacies in Our Testing**

Jim Robinson, Principal, Absorbent Hygiene Insights, LLC

### **Bringing Scientific Certainty to Decisions About Product Feel**

Peter Botticelli, Director, Customer Solutions, SynTouch, Inc.

## **ASK-THE-EXPERTS**

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## **BREAK**

**12:15 pm - 12:30 pm (EST)**

## **AFTERNOON TEA**

**12:30 pm - 1:30 pm (EST)**

*Make new connections during this face-to-face hosted industry break. Rooms will have a limit of 25 people, making it much easier to meet people.*

## **BREAK**

**1:30 pm - 2:00 pm (EST)**

## **PRINCIPLES OF SUSTAINABILITY & ELDERLY CARE**

**2:00 pm - 3:00 pm (EST)**

Moderator: Matthew O'Sickey, Ph.D., Global Director of Market Development - Personal Care, Tredegar Corporation

### **LESS OUCH, MORE AHHH – Cotton Applies Hard Science to Sensitive Skin**

Janet O'Regan, Director, Nonwovens Marketing, Cotton Incorporated

### **Incontinence Products: Ensuring Safety and Quality to Aging Adults**

Steven Gregg, Executive Director, National Association for Continence

## **ASK-THE-EXPERTS**

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## **2020 HYGIENIX INNOVATION AWARD™ ANNOUNCEMENT**

**3:15 pm - 3:30 pm (EST)**

Moderator: Dave Rousse, President, INDA