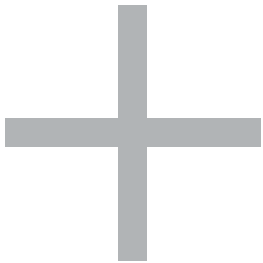




UNDERGARMENT FABRICS

TRENDS



Coming to Grips With the Power of Preference

Does consumer feedback about your feminine hygiene or light adult incontinence pads vary across regions? Do different demographics have contrasting opinions about the same product? The diverse reactions might be due to their choice of undergarment. It's easy to overlook but true.

Consumer Choices Can Impact Your Choices

We've surveyed the markets for trends in fabrics, finishes, and treatments. For femcare, we even researched underwear cuts and styles preferred around the world. With this information, we can help you choose the right pad fastening adhesive to meet consumer needs.

WHAT:

A 60-minute session led by a Bostik Global Market Trends expert

WHERE:

Your facility or via video conferencing

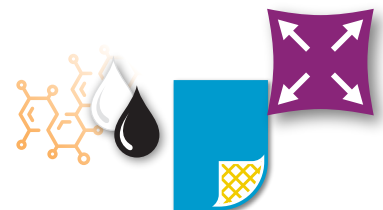
INCLUDES:

Trends Overview. Gain a better understanding of trends in undergarment fabrics and garment styles across the globe. Includes preference differences from continent to continent, across demographics, and even at different ages and stages of life.

The Physics of Fabrics. Explore the impact of various fibres, finishes, elongations, and styles on the effectiveness of pad positioning adhesives. Learn what changes might be needed to remain competitive in today's marketplace.

TERMS:

Please [contact Bostik](#) for availability and any associated cost.



SMARTER VALUE.

Greater knowledge of trends in undergarments; insight into regional preferences; smarter choices for pad positioning and stay-in-place adhesives based on market trends.

Let's get started.
www.bostik.com