

# Fiber Expert – The Butterworth Files: Cotton in Absorbent Structures

Our Expert Fiber Man video series features G.A.M. (Tony) Butterworth, who has worked for at least 50 years in nonwoven and absorbent technologies used in consumer, medical, and industrial applications. In the coming months, Tony will be featured in short videos that focus on cotton and its many [applications](#) and [properties](#).

In this quarter's video, Tony discusses how cotton's properties make it the go-to choice for applications where absorbency is critical. As examples, cotton has a longer staple length, the fibers intertwine better, and the absorbent is less prone to cracking.

Tony held leadership roles at Albany International Research, Johnson & Johnson, Tampax, and Procter & Gamble, retiring from the latter in 2001. He now consults on the selection, performance, and incorporation of fibers in absorbent and nonwoven products.

He is named on over 40 publications, on 18 patents, and has been a frequent contributor to conference programs and legal proceedings. His business, Butterworth Consulting, is located in Chapel Hill, North Carolina. He can be reached at [expertfiberman@gmail.com](mailto:expertfiberman@gmail.com).

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