

# Fiber Expert – The Butterworth Files: Pantyliners

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. We often feature Tony in short videos that focus on cotton and its many [applications](#) and [properties](#).

In this quarter's video, Tony touches on how cotton is an ideal choice for pantyliners, and outlines cotton's amazing ability to interact with the skin in beneficial ways. This segment also features one of our all-time favorite Tony quotes: "It's rare that people have a bad experience with cotton."

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).