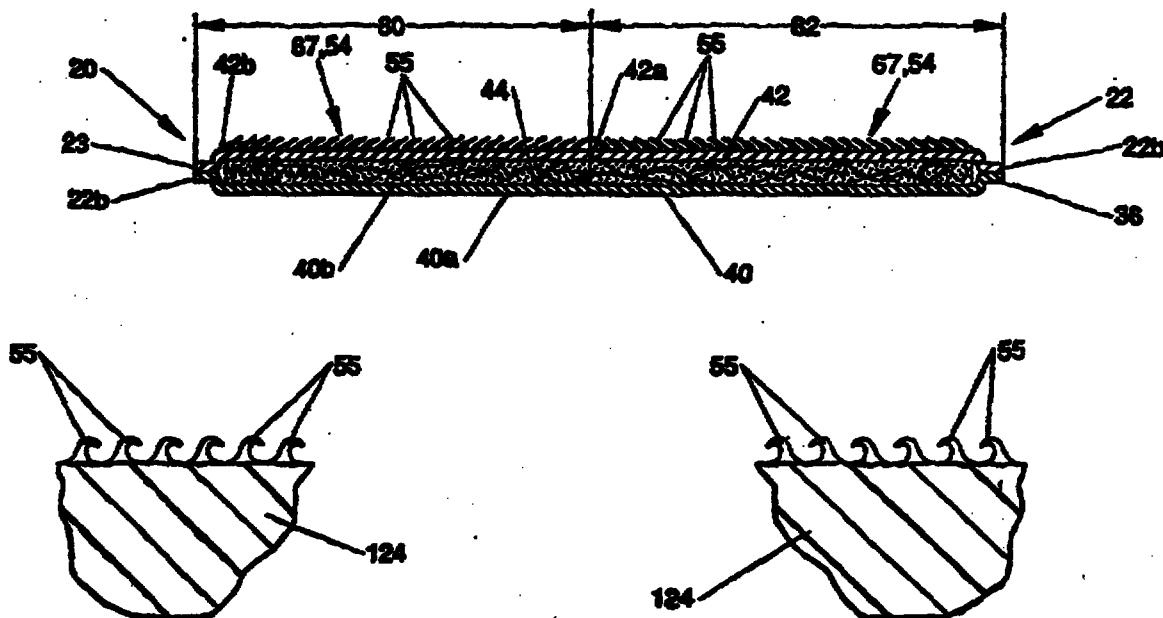


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(54) Title: DISPOSABLE ABSORBENT ARTICLE HAVING AN IMPROVED MECHANICAL FASTENING SYSTEM



(57) Abstract

The invention is an absorbent article such as a sanitary napkin, comprising a main body portion which is divided into a first half and a second half by a principle transverse centerline, and an oriented hook fastening material joined to the first half and second half of the main body portion. The oriented hook fastening material is oriented in a direction having a vector component perpendicular to the principle transverse centerline of the main body portion. In an alternate embodiment of the present invention, the disposable absorbent article will have side flaps joined to the main body portion and an oriented hook fastening material joined to the side flaps. In another alternate embodiment of the present invention, the disposable absorbent article will have a combination of a pressure sensitive adhesive and an oriented hook fastening material joined to the main body portion.

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