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FOR IMMEDIATE RELEASE

**Afera's Marks 50<sup>th</sup> Anniversary  
with Special Events at Florence Conference**

**Invites Press to Experts Debate**

**Publishes Book about Tape**

The Hague, The Netherlands, 19 June 2008

Afera, the European Association for the Self Adhesive Tape Industry, has announced that it will mark the 50<sup>th</sup> anniversary of its establishment with **a series of special events at its Annual Conference to be held in Florence at the Grand Hotel Baglioni from 1–4 October 2008**. Highlighting the Conference programme is a **debate among self adhesive tape industry 'captains' entitled "Outlook for the Tape Industry 2010" on 2 October, to which the press are invited**. Finally, to coincide with the Association's yearly event, Afera is currently finalising the publication of a **new book on tapes**. Honouring the golden anniversary of the flourishing tape industry, ***Tape: An Excursion Through the World of Adhesive Tapes*** will be unveiled and distributed in limited quantities to Afera Members and made available for general purchase at [afera.com](http://afera.com).

Afera's 50<sup>th</sup> anniversary Conference programme of celebratory touches is set to include **a live tape art demonstration by artist and author Kerstin Finger, a tape art exhibition by Henkel Italy**, and at least two other entertainment acts involving special uses of tapes included in the evening programme.

The day programme is highlighted with an **'Interactive Session with Captains of Industry: Outlook for the Tape Industry 2010,'** moderated by Afera Marketing Chair Eric Pass. Scheduled on **Thursday, 2 October, 12–12h45**, at the **Grand Hotel Baglioni in Florence**, this Conference session will be treated as an open debate. **Members of the Press are invited** to attend and to pose questions to the expert panel, which is currently slated to include Afera Technical Committee Chairman and career converting industry manager at ExxonMobil Lutz Jacob; former Afera President, career tesa manager and independent consultant Emilio Angeli; founder of Sicad Ivano Zucchiatti; Technical Committee Member and Commercial Director of Scapa (Europe and UK) Andrew Woodward; Steering Committee Member and Managing Director of Novacel Laurent Derolez; and Marketing Committee Member and European Business Manager of 3M Greg Robinson.

Afera's 50th Anniversary Marketing Committee Subgroup includes Eric Pass of Nitto Europe, Frederic Bodino of Rohm & Haas, Oliver Nickel of FiberMark, Arrigo Righetti of NAR and Afera Secretary-General Astrid Lejeune, who have been gearing up for the celebration for two years.

The Marketing Subgroup is also in the final stages of producing an attractive book on tapes to coincide with Afera's golden anniversary events. ***Tape: An Excursion Through the World of Adhesive Tapes*** features high-quality graphics and texts on the diverse uses of tapes and Afera's history, accomplishments, evolving role in the industry and future strategies. The anniversary publication will also contain extended interviews with captains of the self adhesive tape industry, veteran leaders of larger tape producing companies: tesa's Dieter Steinmeyer and Emilio Angeli, Sicad's Ivano Zucchiatti, NAR's Antonio Righetti, ExxonMobil's Lutz Jacob and certoplast's Peter Rambusch.

All Association Members will receive one complimentary copy of *Tape* at the Florence event. Additional copies are already available for order at special Member rates at [afera.com](http://afera.com). The publication is aimed at distribution by Members to industry newcomers, students and end-users, including Membership clientele. Twenty copies and special thanks go to the following Gold Sponsors, whose logos feature on the back cover: tesa AG, Scapa, 3M, Rohm and Haas, NAR SpA, PolymerLatex GmbH, Coroplast Fritz Müller GmbH, Mondi Packaging Jülich AG, Neenah Gessner GmbH, Certoplast GmbH, Parafix Tapes & Conversions Ltd., Trocellen

GmbH, ICAP-SIRA SpA, Stokvis Tapes, Henkel and monta Klebebandwerk GmbH.

### **About Afera**

Established in 1958 in Paris, Afera began as a technical association with the purpose of creating industry-wide test methods. With 35 tape manufacturers from six European countries as its original Members, the Association made one of its first objectives to harmonise the standards and norms of each European country's tape industry.

Fifty years later, Afera consists of 118 Members from 17 European countries, Taiwan, Mexico and the U.S. Based in The Hague since 1999, the Association is open for Membership to those involved in the European self adhesive tape industry such as manufacturers, suppliers and national tape organisations. Active Members include manufacturers of self adhesive tape with coating facilities within Europe and their non-coating European subsidiaries. Associated Members include suppliers to the tape industry and other organisations linked to Afera's mission. Affiliated Members include European national associations and groups, institutions and universities with objectives meeting Afera's purpose.

In 2003, Afera achieved its goal of incorporating all entities within the tape industry value chain by creating a special 'other participants' Membership category for other groups in the tape family, namely converters. Now converters such as printers, slitters, die cutters and laminators of self adhesive tape, to name a few, can participate in the Association's activities and make use of its many resources.

Afera's stated mission is to satisfy the need of the self adhesive tape industry for an organised, collaborative platform on which to facilitate contact, to share information (without compromising fair competition), to increase the profile of tape products and the tape business in general, to achieve effective representation as a body in public affairs initiatives, and to promote the development of and adherence to European- and international standards.

As the heart of tape industry expertise, Afera offers the latest on developments through regular conferences and seminars, an extensive network of industry players, communication of relevant information through its magazine, website, and other mediums, focused committees and working groups addressing important

regulatory issues and research, and full-time logistical support from its head office in The Hague, the Netherlands.

In 2002 and 2004, Afera launched its resoundingly successful events, the Technical Seminar and the Tape College, which now take place in alternating years in the spring in Brussels.

Afera issued editions of the *European Specialty Tape Market & End-User Survey* in 2003 and 2005 and a new European tape survey performed by the Martec Group in 2007 and 2008.

In 2007, the Association achieved ISO certification of three globally harmonised test methods, EN1939–Peel Adhesion, EN1943–Shear Adhesion, and EN14410–Breaking Strength and Elongation.

Afera is currently moving forward with ISO ratification of EN1942–Thickness and is also pursuing an agenda of expansion of its geographical boundaries to include the Middle East and India, and collaboration with international counterparts in the creation of a World Tape Forum.

Visit [afera.com](http://afera.com) for more details on Afera Membership, events and projects.

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