

## Spotlight on a New Afera Member: Functional films supplier Hueck Folien

**Michael Luthwig, sales manager for adhesive tapes at Hueck Folien, explains how the leading Austrian specialist in film coating maintains a robust competitive edge in a rapidly evolving market, and why it finds importance in Afera's sustainability and test methods standardisation programmes.**



Hueck Folien has been a global partner for visually sophisticated and functional surface coatings in the self-adhesive label market for more than four decades. The company is known for developing a variety of high-performance, customised film solutions for functional and decorative purposes. These solutions are used in various industries, including automotive, electronics, packaging, construction and other industrial B2B applications.

“Our family-owned business, which became an Afera Member in March 2024, stands for stability, quality and innovative strength,” said Michael Luthwig, sales manager of adhesive tapes at Hueck Folien’s headquarters in Baumgartenberg, Austria. “With our passion for excellence, 300 employees contribute to an ongoing success story.”

Hueck Folien develops and manufactures its leading, high-quality product solutions exclusively in the heart of Europe and is continuously investing in new technologies to achieve environmentally neutral production by 2035.

“The entire Labeling division is defined by the combination of functionality and design achieved through customised product development and competent service,” Mr. Luthwig explained. “We are a proven supplier of premium-quality consumer goods labels, security labels for tamper-evident protection, and graphic adhesive materials.”



# Hueck Folien

Using their decades-long experience in film coating for the label industry, Hueck Folien is now transferring their knowledge and innovative drive to the adhesive tapes realm. Three new products under the brand Coatape® offer solutions for various applications in different sectors (see below).

When he started at the company last year, Mr. Luthwig joined a dedicated team for the adhesive tapes business, which was established five years ago. These experts understand the needs of the adhesive tapes market and provide solutions to tape manufacturers and end customers.

### **Europe-based and sustainable production values**

From Austria, Hueck Folien's products are delivered to more than 70 countries around the world. "Despite increasingly difficult general conditions, our management and shareholders are committed to maintaining production in Europe and accept responsibility for developing the region and its ecology," Mr. Luthwig shared. The company is reinforcing these values by constructing a new web coating production plant and a new warehouse at the existing site.

"For us, sustainability is the self-evident obligation to preserve the basis for a liveable common future for next generations," stated Martin Bergsmann, CEO of Hueck Folien. "With energy efficiency and resource conservation in the production of our film coatings, we are consistently moving towards the strategic goal of ecologically neutral production by 2035. With recycled aluminium, we have implemented another essential step."



### **Hueck Folien's offering**

All Hueck Folien's innovative and highly qualitative products are solely developed and produced in Baumgartenberg, Austria, where they utilise the latest in production technology, ensuring a high level of efficiency, precision and sustainability in every step.

For the tape industry, the company offers their highly innovative and more ecological Coatape® solutions, consisting of three product categories:

**Coatape® Bond**, a proven solution enabling exceptionally strong adhesion and reliable bonding. It is produced without the use of harmful or hazardous substances, offers outstanding performance on various substrates, and is approved for direct food contact.

**Coatape® FR** offers superior flame protection by featuring a concentrated flame retardant (FR) surface. This makes it ideal for use in adhesive tapes for the automotive, aviation and construction industries. Coatape® FR is completely halogen-free.

**Coatape® Release** is a silicone-free solution with superior release force, typically used for protective films and linerless self-wound tapes, such as duct tapes. It prevents unintended unrolling of adhesive tape, outperforming silicone-based alternatives.

All the Coatape® solutions can be equipped with metallisation, coloured coatings and printings.



### **Competitive edge in global automotive, packaging and electronics markets**

Hueck Folien's advantage over other companies operating in the same markets lies in the key areas of customisation and innovation, as well as quality and sustainability.

With decades of experience in film coating, the company is a reliable provider of superior solutions for the special demands

of the adhesive tape market. "We are known for providing tailored solutions to meet the specific needs of our clients," commented Mr. Luthwig. "With years of experience in the film coating industry, Hueck Folien has deep technical expertise and strong R&D capabilities, allowing us to innovate and solve complex challenges for our clients. Our knowledge of market trends and customer needs secures us our lead in the market."

Just as in self-adhesive label stock, Hueck Folien can fulfil special requirements by their unique web coating which cannot be reached by film extrusion or by adhesives. The company's capacity to develop customised coating solutions with unique properties gives them a competitive advantage in industries like automotive, packaging and electronics.

Functionality by micro and nano-layers, as well as on surfaces and interfaces, is the core competence of the Austrian manufacturer. Their in-house development and production of lacquer, primer and ink systems enables the company to provide innovative functions for high-performance tapes in the highest quality. Hueck Folien is committed to producing top-quality films that meet the highest industry standards for performance and reliability. This focus on quality helps build strong customer relationships and ensures their products are trusted in critical applications.

The company has increasingly focused on sustainable practices, using sustainable materials and developing eco-friendly manufacturing processes. Their emphasis on sustainability is a key differentiator as businesses and industries continue to prioritise environmental responsibility.

Lastly, Hueck Folien serves a wide range of industries across various regions and is known as a reliable and dynamic partner. Their ability to operate globally enhances their market reach and competitiveness.



### **The trend of sustainability**

Sustainability is a key factor within the adhesive tape industry. Mr. Luthwig says the demands for sustainable materials and requirements of recycling determine innovations in the industry. For Hueck Folien, sustainability refers not only to the finished product but to environmentally friendly production processes.

“It means more than just accepting responsibility for the environment,” Mr. Luthwig described. “It means redefining responsibility in order to shape a common future that is worth living for future generations. Creating cycles in which we give back what we have taken - in the same quality, using what has already been used - through reprocessing and recycling. Our brand Circular was created in line with this approach and philosophy.”

In 2023, Hueck Folien was the first company in the world to establish a supply chain for 100%-recycled aluminium wire from industrial waste. This translates into CO<sub>2</sub> savings of 85% compared

with the primary raw material. The Austrian company is also working towards 13 of the 17 Sustainable Development Goals.

“In general, we see a trend in mounting, by glueing instead of mechanical parts,” continued Mr. Luthwig. “As a result, self-adhesive tapes are increasingly used for technical applications, creating new options for the adhesive tape industry.”

### **On learning about Afera**

Hueck Folien was drawn to Afera Membership by our sustainability as well as test methods standardisation programmes. “With a proactive and solution-oriented mindset, we want to engage with Afera and your Members to make adhesive tapes better and more sustainable to become increasingly relevant for a continuously growing audience,” Mr. Luthwig concluded. He explained that standardised test methods up and down the entire supply chain reduce complexity and make the industry more efficient, consistent and reliable.



For more information, visit [www.hueck-folien.com](http://www.hueck-folien.com).