

Spotlight on Afera Gold Sponsor release liner supplier Mondi

Mondi's Sales & Business Development Director of PSAs @Functional Paper & Films

Florian Heller talks about contributing to a better world by producing an extensive range of products which are sustainable by design and produced close to their customers.

Working within Afera's Flagship Sustainability Project on increasing recycling of liners and matrix waste factors into these efforts.



For decades now, Mondi has been a global leader in packaging and paper, supplying release liner for various end-use applications whenever something “sticky” needs protection. It also contributes to a better world by producing products which are sustainable by design. Mondi employs more than 22,000 people in 30+ countries and operates an integrated business with expertise spanning the entire value chain. This enables the company to offer its customers a broad range of innovative solutions for both consumer and industrial end-use applications.

When something sticky needs protection

As a global player, Mondi has release liner manufacturing sites in Germany, Austria, The Netherlands and the U.S. The company supplies liner solutions to various end-applications whenever something “sticky” needs protection, and for the tapes market, they offer all kinds. “Mondi protects what sticks!” said Sales & Business Development Director of Pressure-Sensitive Applications @Functional Paper & Films Florian Heller. “We are a one-stop shop for the pressure-sensitive adhesives market, offering customised release liner solutions, including a wide portfolio of dedicated liners for the adhesive tapes industry.”

With more than 20 years' experience in the tapes business, Mr. Heller joined Mondi in 2006 as Market Support and held several positions in business solutions and development management before becoming industry group director of graphic arts and tapes in 2019. He has been in his current position for a year and a half.



Mondi's competitive edge: an extensive portfolio of locally manufactured products

"Mondi is a full-range supplier with a backward-integrated raw material supply chain and a global logistics network," commented Mr. Heller. "We are also a front-runner in sustainability."

Mondi's high-quality product range includes 1- and 2-sided siliconised papers, films, polycoated papers (PCKs) and specialty release liners specifically designed for the PSA industry. The sustainable range includes liners made with recycled content, sustainably sourced papers, and products with optimised thickness profile that improves material efficiency and CO₂ footprint.

"We have always been a key supplier of release liner solutions to the tapes market," Mr. Heller explained. "Quality, performance and reliability continues to be our key to success." As a global player with local operations, Mondi's speed to market is another key element of their competitive edge. Thus, over the last few years, their role as front runner in sustainable liner solutions has added much value to the market.



The trends they see

"As we have seen it grow in importance with, for example, the E.U. Packaging and Packaging Waste Regulation (PPWR), sustainability is at the centre of our strategy, with our ambitious commitments outlined in our MAP2030 (Mondi Action Plan 2030). We focus on circular-driven solutions created by empowered people and acting on the climate," Mr. Heller shared. "Furthermore, excellence in quality and service continues to be essential for success in our industry." An additional trend he has seen over the past few years is a run on paper as a renewable resource.



On learning about Afera and the Association’s sustainability project

“Afera is an important organisation in bringing the tapes market together and maintaining its unity,” said Mr. Heller. “Especially with today’s global changes, it is important that our industry speaks with one voice.” For the last few years, Mr. Heller has been representing Mondi in Afera’s Marketing Committee, supporting the industry collective from the liner side.

Sustainability is key! Mondi is a front runner in offering various sustainable liner solutions to the tapes market. Mr. Heller is thus personally involved in the recycling workstream of the [Afera Flagship sustainability Project \(AFSP\)](#), which is currently focused on a very important topic of the industry: [How can we increase the recycling of liners and matrix waste?](#) “Various challenges lie ahead of us, but together we will develop the solutions step-by-step for a more sustainable tapes industry,” he affirmed. “Whether we are talking about recycling technologies or waste collecting, only together can we establish the right solutions.”

For more information, visit www.mondigroup.com.