

Afera presents sustainability project milestones at the European Tape Week

Afera's inaugural European Tape Week, held in Thessaloniki at the end of September, brought together the entire adhesive tapes value chain for an intensive week of knowledge-sharing and networking. Gathering 185 participants from 20 countries and more than 100 companies, the event served as a dynamic platform for advancing innovation, sustainability, and strategic collaboration.

It was not only a landmark moment for the Association but also a clear demonstration that collective action is essential to shaping the industry's future.

Sustainability and regulation: Cornerstones for navigating the future of adhesive tapes

Day 2 of the Annual Conference featured a Joint Session on Sustainability and Regulation, underscoring the industry's progress and commitment in this field, while framing key discussions on compliance and regulatory developments.



Panel discussion: Joint session on sustainability and regulation at Afera Annual Conference

The session featured a keynote from **Dennis Hicks** (Triple Helix Group), who called for bold measures to enable a circular economy for the chemical industry. He highlighted the need to tackle the problem at its source, such as by doubling oil prices, although this remains politically unpopular. Other regulatory updates that could drive meaningful progress include:

- Mandatory Extended Producer Responsibility (EPR)
- Design for Recycling (DfR) guidelines
- A unified waste market, which is likely to be included under the forthcoming Circular Economy Act.
- Inclusion and emphasis on recovery within the Waste Frame Directive
- Fostering innovative FOAK (first-of-a-kind) and localised solutions

His key message: *Defossilisation should be viewed as an economic imperative and not just an environmental one.* A balance between science, technology and politics will be essential to achieve this.

Driving sustainability in the adhesive tapes business: AFSP milestones

The **Afera Flagship Sustainability Project (AFSP)** is the adhesive tape industry's collective initiative to translate the European Green Deal into practical, sector-specific solutions. AFSP supports members by creating a level playing field, fostering collaboration, and highlighting the role of adhesive tapes in enabling circularity across industries.



Afera presents highlights from Afera's Flagship Sustainability Project (AFSP)

At the Conference, **Karla Pastor** (Sustainability Project Manager, Afera) and **Sreeparna Das** (Sustainability Communications Consultant, Afera) presented latest updates from AFSP and project milestones, which clearly reflected the progress and commitment of Afera – and the European adhesive tape industry as a whole – in this area.

Key achievements include:

- the [launch of TACK](#), the **industry's first standardised PCF calculation tool**, co-created with IVK and over 70 companies, ensuring verified methodologies aligned with ISO standards.
- the advancement of [release liner waste management](#) by building a comprehensive database of recycling partners, collaborating with CELAB, and raising awareness through position papers and stakeholder engagement.
- the development of clear guidance on the [Packaging and Packaging Waste Regulation \(PPWR\)](#), developing decision trees, guidelines, and position papers to help companies navigate compliance while aligning with policymakers and other associations.

Beyond technical solutions, AFSP has invested heavily in **strategic communication and outreach**. This includes joint press releases, explainer videos, sustainability stories, podcasts, and earned media coverage in leading industry publications. By amplifying project milestones and advocating for the role of adhesive tapes in downstream sectors such as packaging and automotive, AFSP has broadened its impact and visibility.

The project's next steps emphasise collaboration, member participation, access to tools and guidance, and continued advocacy to prepare the industry for regulatory compliance while **reinforcing adhesive tapes as enablers of sustainability**.

Adhesive tapes regulation in Europe

The last two presentations of the joint session provided a critical update on the current regulatory landscape. In his update, Dr. Pablo Englebienne (Afera) outlined the latest [EU legislation impacting the adhesive tape industry](#), offering members valuable context to better grasp both the challenges and opportunities ahead. He emphasised that the path forward will hinge on collaboration at every level and greater transparency in data and information sharing across the supply chain.

Dr. Dennis Bankmann (Emerging Motif) detailed how the E.U. Packaging and Packaging Waste Regulation (PPWR) will reshape design-for-recycling requirements. His presentation provided clear and concise information about the **aspects of tapes that could be in scope of the PPWR**. More clarity on exact requirements for tapes used on or as packaging to ensure compliance will come with the development of secondary legislation and guidelines.

Afera is closely monitoring these developments and is an active participant in relevant CEN technical committees and working groups (TC261/WG3/SG2) discussions.

Moving forward with a data-driven, sustainability-focused, and collaboration-oriented approach

The event not only showcased the sector's proactive stance on environmental responsibility and compliance but also reinforced the importance of collaboration, innovation, and transparent communication across the value chain. With initiatives like TACK, enhanced release liner recycling, and strategic guidance on key regulations like the PPWR, Afera is equipping its members to navigate complex regulatory landscapes while championing the role of adhesive tapes in enabling circularity. As the industry moves forward, [join us and contribute to ongoing initiatives](#) that are driving sustainability forward.