



Afera: The Heart of Europe's Self Adhesive Tape Industry





Bonding together

Consumer tape, masking tape, packaging tape, electrical and electronic tape, surgical tape, diaper closure tabs.... These are just a few of the broad range of commodity and specialty adhesive tapes used in today's industry and trade, DIY projects, household and office. As the heart of tape trade expertise, Afera aims to bring together the tape industry to enhance the product, the business, the marketplace and the future of self adhesive tape in Europe.

Afera's origins

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 6 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.

Membership today

Currently Afera consists of over 120 members from 17 European countries, New Zealand, 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 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.

Why join Afera?

- Network with creative minds and decision-makers—all the key players of the tape industry
- Benefit from vital information, co-operation and representation on matters of world-wide standardisation (CEN/ISO/ASTM/PSTC/IATMA) and European environmental regulation
- Learn the latest on tape industry developments at the Annual Conference
- Enhance your technical knowledge at

educational events such as the Tape College and the Technical Seminar

- Be the first to access unique industry publications, such as the *European Specialty Tape Market & End-User Survey* and the *Afera Test Methods Manual*
- Receive email flashes on breaking industry news and events
- Benefit from and participate in focused committees and working groups
- Receive *Afera News*, Afera's biannual magazine
- Gain access to relevant, members-only information
- Expose your company or organisation to a wide audience by advertising in *Afera News* and at afera.com
- Take advantage of full-time administrative and logistical support from Afera's Secretariat.

Afera's mission

The Association's aim is to represent the interests of the European self adhesive tape industry. This is achieved by promoting interaction and exchange

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among its members and the greater industry. Afera maintains an extensive network of industry players, communicates relevant information through its magazine, website, and other mediums, hosts conferences and educational seminars, manages committees and working groups to address important issues and research, and provides full-time administrative and logistical support from its headquarters in The Hague.

consisting of a general assembly, committee meetings and a substantial lecture series covering the latest trends in the tape industry.

The Association also organises such industry-wide events as the Tape College and the Technical Seminar. Held in alternating years, these events are aimed at educating industry professionals of all areas and levels on



technology, manufac

A main priority of the Association is to increase the profile of tape products and the tape business in general, both among its members and the greater industry. To this end, Afera is routinely involved in identifying, researching and acting on issues relevant to the tape industry, such as promoting European and global standardisation and the use of tape products, as well as collecting applicable market and technical data. The Association also deals at European and international levels with public and private bodies of interest to its members with regard to technical, ecological, economic and social developments within the tape industry.

Conferences & seminars

Afera's events are formulated to create a collaborative platform which tape industry professionals can use to discuss the most current issues and developments relevant to the world-wide tape market. Since holding its first Annual Conference in Paris in 1958, Afera has hosted a Conference in a different European city every year, offering its members a chance to reconvene for a multi-day working programme

everything from the fundamentals to the more complex technical issues driving the tape industry.

Promoting standardisation & use of tape products

On behalf of the self adhesive tape industry, Afera has obtained the adoption of a number of tape test methods by the European Committee for Standardisation (CEN), which promotes voluntary technical harmonisation in Europe in conjunction with world-wide bodies and its partners in Europe. With AFNOR acting as its secretariat, Afera is on track for certification of 3 harmonised test methods by the International Organisation for Standardisation (ISO) in 2005.

To foster the process of standardisation, the Association has participated in initiatives such as a Round Robin Testing forum, which involved comparative analysis of various test methods performed by a group consisting of 10 European companies and 10 American companies.

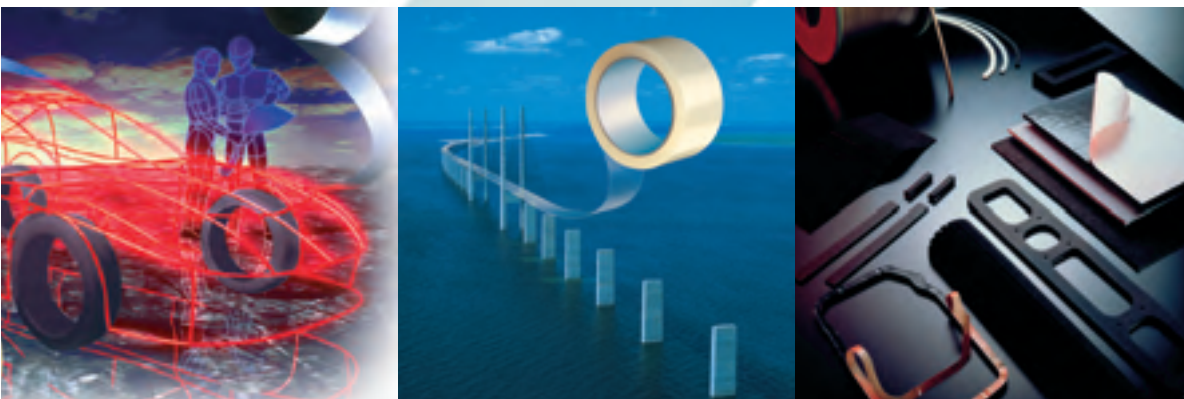
Afera invites you to learn about the extensive

range of products of the self adhesive tape industry—from packaging & transportation tapes to safety & reflective tapes. Afera's website, afera.com, displays a list of tapes and their corresponding categories. Each tape category is linked to a database which lists the Afera member producer of that specific category of tape.

Research & innovation

The Association works consistently on identifying and developing self adhesive tape test methods for Europe-wide and global use. To this end, Afera has achieved the world-wide recognition of 4 test methods (Peel Adhesion, Static Shear Adhesion, Breaking Strength & Elongation and Thickness). Afera publishes the *Afera Test Methods Manual*, which includes the most current test methods, equipment suppliers and a glossary of terms, as well as a comparative table categorising Afera's test methods and their corresponding CEN, ISO, ASTM and PSTC methods.

The Afera-sponsored *European Specialty Tape Market & End-User Survey*, first published in June 2003, is the most recent product of the



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Manufacturers & markets

Association's role as a key supplier of industry intelligence. This body of research, which is unique within the tape industry, is set to be issued every two years.

Promoting tape industry issues at national & international levels – Finding solutions to common problems

Afera continues to develop closer relationships with its counterpart associations, the American Pressure Sensitive Tape Council (PSTC) and the Japanese Adhesive Tape Manufacturers Association (JATMA). Afera is also involved in co-operative initiatives with organisations such as Chemsultants, FEICA (Association of European Adhesives Manufacturers), Assogomma (the Italian Rubber Manufacturers Association), the IVK (the German Adhesives Association) and the prestigious Fraunhofer Institute.

The Association has actively participated on behalf of the tape industry in the EU environmental legislative process for creating a European Chemicals Policy (REACH—Registration, Evaluation and Authorisation of Chemicals). Afera is lobbying through CheMI (the European Platform for Chemicals Used by Manufacturing Industries). CheMI is discussing new legislation which would account for the lack of efficiency of the current legislation, particularly with relation to the predicted 'de-selection' of specialty chemicals which would occur under the proposed new registration system.

Afera also strives to be of use to its members in the environmental arena by representing industry stakeholders in the legislative procedures of a European Air Quality Policy. The

Association is currently active in the process of the development of a Best Available Techniques Reference Document (BREF) for the reduction of solvent emissions within the framework of the Integrated Pollution Prevention and Control (IPPC) Directive. Afera has engaged a consultant to work on its behalf in the Technical Working Group and is assisting in drafting the BREF.

Within the EU Air Quality Policy, Afera is also actively monitoring the legislative processes of the Solvent Emissions Directive (SED), the National Emission Ceilings Directive for certain atmospheric pollutants (NECD), and the Clean Air for Europe (CAFE) Programme. Under the heading of the European Waste Reduction and Recycling Policy, Afera is following ELVs (End-of-Life Vehicles), Packaging & Packaging Waste, and WEEE (Waste Electrical and Electronic Equipment) legislation.

A Network of collaboration, contacts & support

The Association publishes its own magazine and maintains its website, afera.com, to keep the tape industry connected to the latest news, issues, events and its members. *Afera News*, published twice a year, keeps Afera's members abreast of the latest goings-on within the Association and the tape industry. With cover themes such as 'Regulatory Affairs', 'Coating Technology', 'Tape Converting Equipment' and 'The Environment and the Tape Industry', *Afera News* is made available to Afera's membership in both print and digital form.

[Afera.com](http://afera.com) offers a well-balanced digest of the latest happenings within Afera and the industry, including: news and events coverage; cutting-

edge articles, papers and publications; member, product and test method databases; networking and discussion forums; and a variety of interesting downloads and links. Both *Afera News* and afera.com offer companies attractive, industry-wide advertising opportunities.

Both public & private companies & organisations

Afera's membership and participation includes manufacturers, suppliers, converters and national tape organisations in the self adhesive tape industry. The Association's purpose is to incorporate all entities in the tape industry value chain into a single organised body.

Afera's active leadership

Afera's mission is carried out by a Steering Committee, headed by the President of the Association, and supported by two additional bodies, the Marketing and Technical Committees. Full-time logistical support is provided by Afera's Secretariat which resides in Afera's head office in The Hague under the management of Lejeune Association Management.

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FAQs

How do I become a member?

Complete a membership registration form and return it to the Secretariat. A form can be downloaded at afera.com or obtained by contacting the Secretariat.

How long does it take to become a member?

Once the membership registration form is submitted, the application for membership will be considered by the Steering Committee for a period of 30 days. Following approval by the SC, the applicant will receive written confirmation indicating the date of admission.

What does Afera require of its members?

Afera requests that its members participate in Association activities and offer their valuable input into discussions and issues when and where possible. There are no minimum requirements other than timely payment of the annual fee. A membership fee scale is available at afera.com or through the Secretariat.

Will participating as an Afera member in its activities and initiatives compromise my company's competitive edge and/or fair competition in the common tape market?

No. Efficiency & accountability are two of the Association's core values. Afera strictly adheres to a policy of confidentiality concerning any and all sensitive information collected from a member company or organisation for research purposes only. Furthermore, Afera guarantees in its mission statement and in its published antitrust guidelines that fair competition among its members and the industry

will not be compromised by exercising its membership. The Association aims to share resources and access expertise among its membership and associates to support the building of the individual businesses driving the industry.

Do all members have an equal voice and vote within Afera?

This depends on the class and status of membership of the member or participant. All members, whether they are classified as 'active', 'associated', 'affiliated' or 'honorary', are entitled to attend the General Assembly which takes place at the Annual Conference. Only active members have voting rights and are eligible for membership of the Steering Committee. 'Other participants' falling within the special membership category are welcome to take part in certain Afera activities, including the Annual Conference, and to take advantage of some of Afera's resources as laid out by the Steering Committee.

How can my company or organisation involve itself in Afera committees and working groups?

Participation in Afera's committees and working groups is routinely encouraged, as it facilitates the successful evolution of the industry and the Association. Afera members should contact any of the members of Steering Committee, Marketing Committee or Technical Committee to find out how they can get involved. Committee members and their contact information can be obtained from afera.com or the Secretariat.

I am a tape manufacturer but not a coater. Can I join Afera?

Yes.

Is Afera's Annual Conference open to admission of non-members?

Yes. Non-members who are considering joining the Association are invited to attend the Annual Conference one time at a special non-member rate. Those with Afera's special 'other participant' status, such as converters, are also permitted to attend the Annual Conference.

Can I purchase Afera's European Specialty Tape Market & End-User Survey or any other information if I am not an Afera member?

The Survey is available to non-members for purchase directly through the independent market research organisation which conducted the study. Because Afera sponsors the study, its members were offered copies at 75% off the regular price in 2003. All other publications available to members at afera.com are also available at the Secretariat at special fees to non-members.

Do I have to be a member to advertise with Afera?

No. Both members and non-members are invited to take advantage of the various advertising opportunities the Association has to offer. These include print advertising in Afera News and digital advertising on afera.com with a range of options from logo banners to full-page graphics and company editorial contributions. Attractive event sponsorship packages are also available.

Visit afera.com for more information

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