

## Immediate actions:

- **Every MKC member** > must be involved in at least 1 WG
- **All MKC members** > follow [Afera member tape network](#) and [Design that sticks](#) Twitter accounts + [Afera, The European adhesive tape network](#) LinkedIn account
- **All MKC members** > distribute [information about Tape College](#) to your colleagues and industry associates
- **All MKC members** > read attached report on engaging commodity and packaging tape manufacturers within our membership
- **Christina** > decide if you will join MarCom WG
- **Elke** > invite Christina to join next MarCom WG call
- **Giovanni** > confirm your participation in Sustainability WG
- **Florian** > send Astrid "diversity and inclusion" conference agenda and speaker leads for Lisbon Conference presentation on workforce issues
- **Matthias** > discuss w/Reinhard Storbeck possibility of sharing tesa's market information in presentation at Lisbon Conference
- **Astrid** > send some of Wolfgang Roessing's old Afera Conference presentations to Matthias and Reinhard for reference
- **Evert** > follow up on organising a Lisbon Conference speaker on AI from IBM Zurich
- **Evert** > organise/deliver European and North American tech update presentation for Lisbon Conference
- **Elke/Bathsheba** > ask members to donate branded material (videos, images) to be published on Afera's website
- **Astrid** > draft spreadsheet listing all branded video and photo/image submissions so they can be reviewed and approved
- **CGE-WG** > agree on content for Afera promo videos on events, regulatory affairs involvement and benefits of Afera membership
- **Mar-Com** > have videos made and distributed through appropriate channels
- **Astrid/Jacques** > create budget for shooting Afera videos (combine with photography at events?)
- **Elke** > start utilising polling function before events and make functionality to upload profile pictures to Afera community app
- **Astrid** > send a spreadsheet of new and cancelled members of last 3 years to Mem-WG members
- **Beverley** > review potential member master list, discuss it with Mem-WG by phone and decide whether to commit to WG
- **Jacques** > as interim leader, schedule call with Mem-WG to establish next steps
- **Bathsheba** > update Afera's media list and share it with MKC members for their input
- **Giovanni, Isabelle, Christina, Florian and Deniz** > publish "Member of Afera" logo link on your company website (preferably homepage).

# Afera Marketing Committee (MKC) Meeting Minutes

Date: 5 February 2019

Time: 13.00 – 17.30

Venue: InterContinental  
Düsseldorf, Germany

Present: Jacques Geijsen (Afera MKC Chairman, American Biltrite Inc.)  
Giovanni Scognamiglio (3M Europe, Italy)  
Alicia Tissot (Advance Tapes International Ltd.)  
Aris Venetis (Atlas Tapes SA)  
Christina Barg-Becker (Lohmann GmbH & Co KG)  
Evert Smit (Afera President, Lohmann GmbH & Co KG)  
Florian Heller (Mondi Group)  
Stefan Meirsmann (Nitto Europe N.V.)  
Deniz Bölükbaşı (Organik Kimya SAN. Ve TIC. A.Ş.)  
Sonja Santhiram (Sekisui Alveo AG)  
Matthias von Schwerdtner (tesa SE)  
Aldo Mazzocchi (tesa Western Europe B.V.)  
Beverley Weaver (TSRC (Lux) Corporation S.a.r.l.)  
Bert van Loon (Independent strategist)  
Astrid Lejeune (Afera Secretary-General, Lejeune Association Management)  
Elke Verbaarschot (Lejeune Association Management)  
Bathsheba Fulton (Afera Communications)

Excused: Stevi Liakopoulou (Dow EMEA Horgen, CH)  
Stefan Neuner (Neehan Performance Materials)  
Martha Sloboda (Scapa PLC)

Chairman: J. Geijsen  
Secretary: A. Lejeune  
Date of Next Meeting: **Tuesday, 8 October 2019 (13.00-17.30)** at the Pestana Palace Hotel, Lisbon, Portugal, before the 62<sup>nd</sup> Annual Conference. Lunch will be included.

## Agenda

1. Opening, agenda, competition law compliance
2. Minutes and actions of 3 October 2018 meeting in Athens, Greece
3. Afera's strategy 2019-2025
4. Sustainability (Sus-WG)
5. Content Generation & Engagement (CGE-WG)
6. Marketing Communications (MarCom-WG)
7. Membership Recruitment (Mem-WG)
8. Education awareness initiative (Edu-WG)
9. Afera media tools, general communications
10. Other matters

11. Next meeting, closing.

Note:

- Refer to the **Afera MKC Presentation 5 February 2019** slideshow for information co-ordinating with these minutes.
- **Bolded, highlighted** names denote expected actions. Unless otherwise stated, **all actions are to be completed by the next MKC Meeting on 8 October 2019.**

<b>MKC Working Groups</b>	
<p><b>Content Generation &amp; Engagement (CGE-WG)</b> (includes Annual Conference Programme) Also a TC WG</p>	<p>Jacques Geijsen, Leader, American Biltrite Astrid Lejeune, Afera Bert van Loon, Afera Matthias von Schwerdtner, tesa Evert Smit, Lohmann Aris Venetis, Atlas</p>
<p><b>Marketing Communications (MarCom-WG)</b></p>	<p>Elke Verbaarschot, Leader, Afera Bathsheba Fulton, Afera Tom Garcia, Scapa Bert van Loon, Afera Thorsten Petersson, tesa Alicia Tissot, Advanced Tapes</p>
<p><b>Education Awareness Initiative (Edu-WG)</b> (external scope) Also a TC WG</p>	<p>Evert Smit, Leader, Lohmann Deniz Bölükbaşı, Organik Kimya Florian Heller, Mondri Aldo Mazzocchi, tesa Sonja Santhiram, Sekisui Alveo Martha Sloboda, Scapa Isabelle Uhl, Dow</p>
<p><b>Member Recruitment (Mem-WG)</b> (internal industry scope)</p>	<p>Jacques Geijsen, interim leader, American Biltrite [Sharon Boyle, Advanced Tapes – <b>Alicia Tissot</b> will check if she will stay a part of this WG] Bathsheba Fulton, Afera Stefan Meirsman, Nitto Stefan Neuner, Neenah Elke Verbaarschot, Afera Beverley Weaver (tentative), TSRC</p>
<p><b>Sustainability (Sus-WG)</b> Also a TC WG</p>	<p>Deniz Bölükbaşı, Organik Kimya Giovanni Scognamiglio (tentative), 3M</p>

## 1. Opening, agenda, competition law compliance – see slides 1-4

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- 1.1 MKC Chairman Jacques Geijssen officially opened the meeting:  
 New members Alicia Tissot, senior marketing communications executive at Advance Tapes International Ltd., Christina Barg-Becker, head of PR and communications at Lohmann GmbH & Co KG, and Giovanni Scognamiglio, EMEA masking and packaging business development manager at 3M (Italy), were introduced, and a short round of introductions was performed. Mr. Geijssen briefly reviewed the agenda and action points covered in the items below.
- 1.2 Secretary-General Astrid Lejeune reviewed Afera's Competition Law Compliance Policy, which was confirmed by all present.
- 1.3 Membership of the MKC, increasing active participation: Mr. Geijssen explained that 2018 was used as a revisiting and revamping of Afera's strategy, which had produced actionable ideas, projects and activities – some major changes, some minor.

## 2. Minutes and actions of 3 October 2018 meeting in Athens, Greece

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- 2.1 The Minutes of the Afera MKC meeting held on 3 October at the Divani Apollon Palace & Thalasso, Athens, Greece, were approved and signed as a true record of proceedings.

## 3. Afera's strategy 2019-2025

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- 3.1 General positioning of Afera's activities going forward, necessity of content from MKC, themes of product/market development, environmental/sustainability awareness, industry definition and structure (networking), new member recruitment:
  - See slide 6 for the 4 defined initiatives of the MKC for 2019+:
    - People > START – Raise awareness of demographic changes in workforce
    - People > START – Educating our future industry workforce [big one, 2020+]
    - Product/market development > GROW – Embedding PST technology in educational curriculum for mechanical engineers and designers
      - Edu-WG
    - Product/market development > GROW – Promote end-user application possibilities (awareness, knowledge)
      - CGE-WG and MarCom WG
    - Environment/sustainability awareness > START – Promote end-user awareness about environmental PST success stories – 2019 Sustainability Award? EPDs
      - Sus-WG
    - Industry definition and structure > GROW – Increase (modern) new networking opportunities in a safe/trusted environment
    - Industry definition and structure > Challenge ourselves/raise ambition "beyond normal" through knowledge and inspiration
    - Association > START – Existing member engagement activities
    - Association > CONTINUE – New member recruitment activities
      - Annual Conference, Tape College and Technical Seminar

- Website, social media, email.

### 3.2 Positioning of new working group (WG) organisation – outcome of conference calls, Strategic Projects Templates:

- All MKC members must participate in a WG.
- The above WG composition stands, with participation tentative for a few. In addition to these persons, **Ms. Barg-Becker** will consult with her boss to decide if she can join the MarCom WG.
- Conference calls and templates will be actioned in due course.

## 4. Sustainability (Sus-WG)

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4.1 Deniz Bölükbaşı and **Giovanni Scognamiglio** (tentatively, upon agreement with his colleagues, as he needs to check what they can share and not share) will join the newly created MKC section of the Sus-WG, which was created earlier today in the Technical Committee (TC).

- The main TC Sus-WG: Ian Grace (Leader, Loparex), Jeff Burrington (H.B. Fuller), Thomas Christ (BASF), Alan Gilding (Advance Tapes), Axel Hessland (IVK/FEICA), Andrea Lackner (Mondi), Uwe Maurieschat (IFAM), Gert-Jan van Ruler (DRT), Michel Sabo (Nitto) and Yasemin Seyren (Organik).
- Mr. Bölükbaşı and Mr. Scognamiglio will be contacted by Mr. Grace when input and action is needed. Mr. Bölükbaşı, who used to lead the sustainability team in his company, said that the E.U. has more than 90 initiatives/norms for sustainability grouped into 3 categories: economic (how successful and sustainable your company can be), environmental (biodegradability) and social (how a tape contributes to making life easier). He has information and data on this that he can share with the WG.

4.2 Points/content for the Sus-WG to consider:

- This subject has both a technical and marketing component.
- Mr. Geijsen said the easiest way to promote end-user awareness about the environmental PST success stories is to create a demo video of the different end applications of the products that we produce within the Association.
- Possible annual sustainability award: What does sustainability mean to our industry? On what basis would this be given?

## 5. Content Generation & Engagement (CGE-WG)

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5.1 This WG has 3 supporters in the TC: Thorsten Meier (certoplast), Jeff Burrington (H.B. Fuller) and Alan Gilding (Advance Tapes), who are currently reviewing [Why Tape?](#) in order to update it.

5.2 For better focus: through a short exercise, each member of the MKC identified their 2 most important topics re: Afera. The results:

- Industry intelligence (#1)
- Industry news and events (#2)
- Regulatory affairs (#3)
- Applications (#4)
- Conference PowerPoints (#5)

Other topics:

- Test methods
- Curriculum

- *Why tape?*
- Interactive polls.

Mr. Van Loon noted that the MKC were not a complete representation of European business leaders and that to make this survey more accurate, the Steering Committee (SC) and TC should be interviewed as well. He also performed a quick check of afera.com's Google Analytics and determined that the most visited pages in 2018 were

- The homepage (#1)
- Find a member (#2)
- Test methods (#3).

### 5.3 Engagement of Afera member Italian manufacturers:

- The MKC discussed that the CGE-WG should focus on reconnecting with our Italian members, beginning with finding out what drives their businesses and interest in Afera. When Afera held its Annual Conference in Milan, there was no significant showing from Italy itself.
- Mr. Smit said that Afera should be interesting to Italian manufacturers because there are going to be significant changes, e.g. also in packaging tape, as many are still rubber-based solvent, which will simply have to be abandoned. You will not be able to make tape this way anymore 10 years from now. Even with the BREF STS update, some companies are on the borderline and will not be able to comply with the next revision. As Afera, we need to address these topics to our members, asking them how we can support each other in the changing business (regulatory) landscape.
- Ms. Lejeune reported that in 2015, Ms. Fulton had drafted a report on engaging commodity and packaging tape manufacturers within our membership. Many of the problems and solutions are listed in this document, which should be revisited by **the MKC**. See attached **Commodity and Packaging Tape Manufacturer Report 01052015**.

### 5.4 Annual Conference Programme:

- The WG members themselves need to play a larger role in content generation with emphasis not on quantity, but quality and engagement. Every year Ms. Lejeune struggles to put together the Conference programme, often on her own, and this should be something that reflects the current interests and requirements of your industry, determined by you.
- It was reiterated that Italian manufacturer members might be engaged/interested in attending the Conference if they see some promo videos on Afera events, regulatory affairs, and membership benefits. See item 6.2.
- Italian manufacturer members would be interested in the following topics: commodity/packaging tape industry, raw materials variations worldwide (which have particular crossover with specialty tape manufacturers), machine suppliers (coating, converting), market data and trends, and regulatory affairs.
- Ms. Lejeune explained that she had met with Mr. Van Loon and then the CGE-WG by phone to action Afera's new strategy as well as feedback through Athens' event participant survey, through the upcoming Lisbon Conference programme. See slides 9-13 and attached **Afera content programme ideas Lisbon 2019 – 160119**. She would like to start early in engaging quality speakers and attracting attendees.
  - Focus will be on more network opportunities, more interaction in the programme (fewer/better speakers, more interplay), attracting more tape producers and converters, topics such as digitisation/raw

- materials/growth development/circular economy, and overall balance between tape-related and inspirational presentations.
- Theme: Making the tape business future-proof.
  - Day 1 is usually more general, Day 2 more technical.
  - Acting on feedback about having more interaction between attendees in the working programme: An option is to choose 3-4 topics, have external or internal speakers on them, then divide the audience or those interested into groups, have committee members moderate a one-hour working session, discuss which topics affect our industry and how members can handle and implement these issues. Or a speaker could walk through the entire audience and engage participants with spontaneous questions and discussion (as was done at a recent Lejeune event).
  - **Workforce topic:** Attracting the best workforce for our industry. Someone who can explain the requirements of a new generation of employees (18-25-year-olds currently): how they can be understood, trained and retained. Tape company management need a rethinking of human resources approaches. "Keep tape cool." Address the lack of needed diversity in our industry. **Florian Heller** recently attended a "diversity and inclusion" conference organised for Mondi. He will forward his leads on excellent speakers at this event to Ms. Lejeune.
  - **Hidden opportunities in market data: Matthias von Schwerdtner** will discuss with TC Chairman Reinhard Storbeck whether tesa can share some of its market data in a presentation. *Excerpt from TC Meeting Minutes: In the past, Italian members attended the Annual Conference just to listen to the **presentation of Wolfgang Roessing of ExxonMobil of tape market production figures in Western Europe.** ExxonMobil Chemical is one of the major suppliers of raw materials including tackifiers, styrenic-block-copolymers, and other polymers for the adhesive tape industry. The company would present annually to Afera its internal estimate of the various segments of the tape market based on publicly available information and information collected by ExxonMobil people through day-to-day contacts with customers in the tape industry. It would not guarantee the accuracy of its data, but many members found this aspect of Afera's Conference valuable. Mr. Storbeck will check within tesa if he could provide to Afera's Conference market production figures or something similarly valuable to Afera's membership (especially SMEs who are constantly after market data but cannot afford the Freedonia and other studies). Any view into the industry will be appreciated by many members. **Ms. Lejeune** will send copies of Mr. Roessing's presentations to Mr. von Schwerdtner and Mr. Storbeck for their reference.*
  - **Artificial intelligence:** A technical presentation from a speaker within the industry. How are you using your AI at the moment? Mr. Smit said that IBM is at the forefront of AI and big data. With a lab in Zurich, they are 5 years ahead of everyone else in quantum computing, etc. They even have a philosopher in their group to think about the implications of AI. IBM says that their AI will be freely available to all in 2025. Depending on our speaking budget, we could hire a speaker from Zurich to explain what they can do. **Mr. Smit** will follow up on this lead.
  - **Innovation in sustainability:** 2019 Innovation stars, best idea of the last 12 months being commercialised > sourcing candidates from

the member base > long list/voting shortlist > 3 winners > on stage with 6-minute power talk > debate "the success behind winning innovations" or "pitch wall" (poster session) participants select best during day 1: Mr. Smit says he would like to ask all Afera committee members what their definition of sustainability is and send the responses, whether 1 sentence or 5 pages (and it doesn't necessarily have to apply to tape), to Mr. Smit and TC Vice-Chairman Ian Grace for analysis and extraction of a commonality, a definition. It could be:

- Recycling
- Biodegradability
- Securing or finding raw materials sources
- Becoming more energy efficient and making more money in the long run.

Mr. Smit said that sustainability is not as technical as everyone thinks. The solution is technical, but half of the issue is really about marketing: about how we can use it positively and showing how it affects us. The marketing side, he said, is probably more important than the technical. There is an E.U. focus group on sustainability. We could invite someone from this group to speak in Lisbon. He could address how sustainability is being defined, why it is so important and where it is going. They are probably located in Brussels.

- **European and North American tech update:** **Mr. Smit** will highlight what is going on in Afera's TC and also the PSTC side, as he will attend the [Tech 42](#) in May 2019 in Baltimore.
- **Raw materials report:** How to deal with availability and price indexing, which opportunities are presented for applications. BASF and H.B. Fuller, who have both presented on this subject in the past, could team up for a presentation? This would be very appreciated by members, especially Italian tape manufacturers. Mr. Scognamiglio said that this could also be an update on technology and innovation on the chemical side.

#### 5.5 Chief content editing team, other content:

- Mr. Geijsen and Ms. Lejeune had decided that the CGE-WG should include a wider range of content responsibilities.
- Annual Conference presentations, industry intelligence, applications (visuals of how tape is being used), regulatory library (including links to FEICA information that involves adhesives/substances), TMs, industry news and events, interactive polls, curriculum (educational awareness), etc.:
  - Who is the intended audience? Who are we creating this content for?
    - An external end user not familiar with tapes
    - An external customer familiar with tape
    - An external engineering student
    - An internal industry novice
    - An internal experienced industry professional.
  - What is available today, and are we satisfied with it?
  - Decide what information will be public and members-only.
  - Determine the gaps, prioritise filling them in, and delegate/execute.
- In terms of promoting knowledge and awareness of end-user application possibilities, many Afera member tape producers have videos on their websites that we could use. The MKC decided that Afera member companies can donate branded material (videos, images) to be published on Afera's website, as long as the material is attributed to the donating company and an industry balance is maintained. This will actually provide incentive for



companies to submit material. Afera members will be notified (**Elke Verbaarschot/Ms. Fulton**) of what types of material (form, subject) is desired. **Ms. Lejeune** will draft a spreadsheet listing all submissions so they can be reviewed and approved.

- Mr. Van Loon suggested cutting down the content offered online – by limiting it, creating interest in learning more about subjects, which could be addressed in series of webinars.
- Mr. Geijssen talked of developing online content for tape industry members. See attached **Fundamentals of PSA Tapes**. He suggested restructuring [Why tape?](#) to match a manual and course material in Tape 101, which the PSTC provides to American tape industry personnel, but it was pointed out that the 60-page, 8,000+-word *Why tape?* section of [afera.com](#) was developed and launched in 2017 for a as a primer for a very different audience: process engineering and product design end users online who are not yet aware of the functionalities of tape. The idea was to develop and maintain this material which can also be linked to social media in order to draw potential customers to Afera’s member directory. See **Why tape Background Update Recommendation for Action on TC and MKC Agendas for Tuesday**. 1) The MKC agreed that this section should remain geared toward end users. Currently Ms. Fulton is advising the TC CGE-WG, which was created earlier today, on reviewing the section from their technical point of view. Input from the MKC members on *Why tape?*:
  - It is very focussed on permanent tape
  - Ensure that all the functionalities of tape are listed [here](#).

Once this task is complete, the MarCom-WG will brief the CGE-WG on reviewing it as well. As Afera is implementing a new template to our website, we may have more obvious, effective possibilities for creating content funnels and restructuring *Why tape?*. 2) The MKC decided that Afera could develop specific educational/reference material for Afera’s internal audience (members), to be accessible via the [afera.com](#) members-only section. Ms. Lejeune noted that more thought will have to be put into this potential project, as this material already exists; it is provided to Afera members via the Tape Colleges and Technical Seminars. The valuable technical information and knowhow provided through the presentations is only made available to attendees of these events, because they pay for it and take the time to attend. The technical event presentations are never published online for Afera members like those of the Annual Conference.

- **The CGE-WG** will set up the content parameters for Afera promo videos on the following subjects:
  - Pre- and post-event spotlights and wrap-ups
  - Afera’s regulatory affairs involvement
  - The benefits of Afera membership (using Afera’s corporate sell sheet; see attached **Overview of Afera 2019-2025**)

Most of these videos can be planned and shot during the Tape College, 8-10 April in Brussels, utilising interviews with members and participants. **The Mar-Com WG** will then have the videos made and distributed through the appropriate channels.

## 6. Marketing Communications (MarCom-WG) – see slides 14-21

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- 6.1 Mr. Geijssen explained that this WG has been performing very well, functioning as the heart of MKC communications activities for the last 5 years. With the support of the CGE-WG, we need to identify the correct level of content to realise existing

member/new member engagement through our events, website, social media, the Afera app, etc.

## 6.2 Content marketing/social media programme:

- MarCom-WG leader Ms. Verbaarschot reported on the group's activities since October 2018:
  - Primary long-term goal: to support all the Afera working groups in their outreach to communicate the process of their initiatives as presented in the 2019 Afera strategy and to manage the offline and online communication efforts/channels of Afera to the defined target groups. See slide 16.
  - SMART goals 2019-2020:
    - A cloud content calendar put into place at the beginning of 2018, including news and newsletter releases
    - 5% increase (continued) of followers on the Afera social media channels (LinkedIn page has been launched too – post association news here but would like to have more in-depth, technical content)
    - Continued increase of website traffic to afera.com.
  - 6-member team with roles from content creation, SEO and proofing to website and social media management.
  - Next steps: (see slide 17)
    - Content planning and creation (input from committees and WGs), including calendar, post-event comms strategy for the Athens Conference 2018, member recruitment flyer, Afera community app for Android and iOS (**Ms. Verbaarschot** will start utilising the polling function before events and make functionality to upload profile pictures)
      - Particular focus on photography, videos on events, Afera's regulatory involvement, the benefits of Afera membership and related member interviews. See item 5.2. These videos could be set up for production at the Tape College in April. Budget allowance will be requested by **Mr. Geijssen/Ms. Lejeune** of the SC. Perhaps videography can be combined with photography?
    - Website best practice (functionality, usability, SEO, subscribes and emails, KPIs)
    - Social media activities, including posting on 2 Twitter + 1 LinkedIn accounts
    - Statistics: the [Afera member tape network](#) (now 304 followers, up 40% over the last year) and [Design that sticks](#) (now 5,230 followers, up 19% over the last year) Twitter accounts, + [Afera, The European adhesive tape network](#) LinkedIn account (now 80 followers, launched in October 2018). In the LinkedIn account, the most activity is reported from the positions of business development and media and communications.
    - Statistics for the website indicate an upward trend in visits. Our goals for 2019:
      - Contact form
      - Subscribe form
      - Banner clicks
      - Downloads of PDFs

- Visits to specific sections.
  - As mentioned in item 3.2, Christina Barg-Becker will determine if she would like to join the MarCom-WG. **Ms. Verbaarschot** will invite her to the next telephone meeting.
- Mr. Smit said that we need to establish which media tools Afera's MarCom-WG wants to utilise and then ask for these to be budgeted. Along these lines, he said perhaps Afera would need to ask for more sponsorship. Ms. Lejeune said that actually the event participation fees, which are never adjusted, are relatively low compared with the industry average.

## 7. Membership Recruitment (Mem-WG)

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- 7.1 Recruitment activities, which had been running before 2018, were put on the back burner while formulating Afera's new messaging and content. Both a converter database and manufacturer + supplier databases were up-to-date as of the beginning of 2018.
- Ms. Lejeune feels Afera has a lot to offer right now and that there is a lot of potential membership out there.
- 7.2 Converter pilot member recruitment initiative:
- In last year's Amsterdam meeting, Stefan Meirsman and Kim Meekers (Nitto) informed the MKC on their progress in recruiting 4 new members by updating the list by country and region and using face-to-face meetings with customers as an opportunity to promote Afera membership. Even though they only had the time to start utilising their recruitment list, their approach was extremely effective.
  - Mr. Meirsman said that when he talks with business partners on a weekly basis, he mentions Afera to them: what Afera is doing and what the membership benefits are. The flyer which Afera recently produced helps in giving potential members something to take away with them for reference.
- 7.3 Afera updated potential member master list going forward:
- Ms. Lejeune reported that she spoke with Afera member Teoman Köksal of A&G Ambalaj San. ve Tic. LTD. Şti who said that while attending IPACK-IMA he spoke with many attendees there who had never heard of Afera. Afera's current distribution list consists of ~1,100 recipients, most of whom are Afera member company employees. We could ask members/committee members to submit to us email addresses of potential members, that could then be added to the distribution list.
  - **Ms. Lejeune** will send a spreadsheet of new and cancelled members of the last 3 years to Mem-WG members.
  - **Beverley Weaver** would like to see the potential member master list and discuss it with the Mem-WG by telephone conference before committing to join the group.
  - Some initiatives for the Mem-WG might include inviting them to an Afera event at a discounted fee. When potential members are all together at an event, Afera members can speak with them.
  - **Mr. Geijssen** will serve as interim leader of Mem-WG and schedule a call to establish our next steps.

## 8. Education awareness initiative (Edu-WG)

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### 8.1 Edu-WG:

- This is a shared WG between the TC and MKC. See slide 25.

### 8.2 Educational curricula programme pilot project in the U.K. w/Pearson BTEC:

- Even though he has taken on the role of Afera President, Mr. Smit remains the head of this WG. He reported on Afera's project spearheaded by the MKC to target those people who ultimately will make the decision of how a product is made, by incorporating adhesive tape technology into higher education curricula for engineers. This creates awareness of tapes to grow both the market for tapes and the tapes industry workforce of the future.
- Afera's pilot is a partnership with Pearson, the largest technical and professional education awarding body in the U.K., focussing on apprenticeship qualifications. It is a project that could take 5 or more years, as changing an educational curriculum does take time. Even though Mr. Smit and Mr. Maurieschat have met with and talked with Bryony Leonard, sector manager at Pearson BTEC London, the realisation process has been slow.

### 8.3 Developing adhesive tape bonding content and hands-on support material for 2021, data and expert teams, future employers:

- Afera's TC and MKC are developing the content for 2021. Until later this year, the exact criteria for the qualifications will not be known, but Afera is working on adding adhesive tape fixing and joining technology into the curriculum. In September 2018, Ms. Leonard spoke with the data and expert teams to ensure that this happens. She also plans to speak with future employers to determine our fit, but it already seems that our way of bonding is interesting to them.

### 8.4 Contributing to teachers' webinar for engineering training via educational team, April 2019, presentation access:

- Ms. Leonard met with her events team in November to determine the requirements for the initial webinar that Pearson plans to host for the Continuing Professional Development (CPD) sessions on bonding/adhesives. The aim is for Afera to support in encouraging engineering trainers to learn more about the use of adhesive tapes in engineering.
- Ms. Leonard plans to book the session during the week of 8 April at the end of the standard teaching day to have a greater reach. She will transfer presentation access to Afera participants via the webinar software (GoToWebinar) during the session. Mr. Smit plans to incorporate fellow attendees of the Tape College (Mr. Maurieschat, Mr. Beekman, Mr. Burrington, Michael Raidt and L. Brady of 3M) into Afera's contribution to the webinar session.
- Mr. Smit will indicate the content he will provide to the session so that this can be included in Pearson's webinar invitation.

### 8.5 Visiting presenter(s) after Easter 2019, U.K. government fund for CPD activities for teachers in Engineering as from 2021:

- If our interaction with professors during the webinar goes well, Afera will probably be invited to meet face-to-face with them in England for talks on further implementation of tapes into their teaching curriculum. This will probably happen before the summer. Mr. Smit and probably 1 other person from the TC Edu-WG will present information that we already have, content from [Why tape?](#) Mr. Smit would like 1 person from the MKG Edu-WG to join

them to at least get a feeling for what the professors think about adhesive tapes bonding.

- Mr. Smit will provide a list of professors and schools which will be covered by the curriculum when Pearson has this available to Afera. He has no idea how working with Pearson will be affected by Brexit.
- In 2018, the U.K. government announced the creation of a fund for CPD activities for teachers in preparation for the new Technical Qualifications that will be delivered in engineering as from 2021. Pearson will look at how it can bid for some of this funding for the delivery of CPD events in our sector, and if successful, will plan to run further CPD event in bonding/use of adhesives.

#### 8.6 Future contact with other institutions in Europe:

- As soon as Afera's work with Pearson is complete, the Edu-WG will determine the other educational institutions in Europe (beginning with the Netherlands, Belgium and France) that Afera would like to work with. England as a test case is practical as the decision-making for curricula for engineers is more centralised.
- The French Rubber and Polymers Association (SNCP) offer engineering courses on adhesive bonding. Geoffroy Hue, market sales manager for automotive tape at Nitto France, is heavily involved in this. Mr. Smit said that the programme is localised, but he would like to learn more about it and to see the content of the curriculum.

### 9. Afera media tools, general communications – see slides 26-39

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#### 9.1 Afera News, Afera app:

- Ms. Fulton reported that *Afera News* had been issued every 2 weeks on average in the fall and was scheduled for release every 2-3 weeks in 2019.
- The readership rate has improved as Afera has stepped up its social media presence, linking blurbs about the articles back to where they are posted at afera.com. Each article is mentioned at least once on both Twitter and LinkedIn (see links and follower rates of the accounts in agenda item 6.2).

#### 9.2 Media contact: see slides 17-18.

- Afera issued the press releases/editorials [Afera hits 5000 Twitter followers](#) (covering our social media, new strategy and Athens Conference successes) in November and [Adhesive tape field experts to educate industry newcomers on one of the global economy's hottest technologies](#) (announcing 9<sup>th</sup> Tape College) in February. These are routinely picked up by the European trade media listed on slide 28.
- Ms. Lejeune announced that the media outlet *Industry Today* had rated Afera's Global Adhesive Tape Summit [1 of the 3 best adhesive and sealant events of 2018](#).
- Ms. Fulton organised an insertion in *Fastener + Fixing Magazine's* November 2018 issue (both print and online) of [a sizable Why tape? article](#) at no cost to Afera.
- For a small fee, Ms. Fulton also organised the publishing of an article "Tape can optimise the design & production of your product" in *Industrial Process News'* February edition (both print and online), which can be viewed on the homepage [here](#).
- Afera's current media partners are listed [here](#).
- **Ms. Fulton** will update Afera's media list (see slide 30) and share it with MKC members for their input.

### 9.3 "Member of Afera" logo link, member company press and social media communications list: see slides 19-22.

- Ms. Fulton reviewed the status of the "Member of Afera" logo links on member sites. Of the companies represented in the room, the following have not published the logo:
  - 3M Europe/Italy (**Mr. Scognamiglio**)
  - Dow Chemical (**Isabelle Uhl?**)
  - Lohmann (**Ms. Barg-Becker**)
  - Mondi (**Mr. Heller**)
  - Organik Kimya (**Mr. Bölükbaşı**).
- Afera's member comms contacts list is almost complete. We only need this information from 10 more members. We remind Afera members periodically that we welcome member news for publication in our newsletter. We do not receive an overwhelming amount of news, but we find that when we send reminders to Afera contacts + the comms contact list, we receive more than usual.

## 10. Other matters

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- 10.1 Ms. Lejeune stressed to all MKC members that they should distribute [information about the Tape College](#) to your colleagues and industry associates. The organising committee feels that we have the strongest programme to date. If a company would organise this type of training in-house, it would cost a lot of time and money. In this sense, Afera is supporting the adhesive tape industry in hosting this educational event. It is also treated as an excellent networking opportunity. Many companies, such as tesa, send 3 or 4 delegates to the Tape College each time. Usual attendance is ~100.

## 11. Next meeting, closing

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- 11.1 The next Afera MKC physical meeting will take place on **Tuesday, 8 October 2019 (13.00-17.30)** at the Pestana Palace Hotel, Lisbon, Portugal, before the 62<sup>nd</sup> Annual Conference. Lunch will be included.
- 11.2 The Chairman thanked everyone present for their attention and valuable contributions and closed the meeting.

**Astrid Lejeune**  
**The Hague, 26 February 2019**

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### **Disclaimer**

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