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Marketing Committee

5 February 2019

13.00 – 17.30 hrs.

InterContinental Düsseldorf

Room Brocade I & II

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MEMBERS COMPLYING WITH COMPETITION LAW

In order to protect the interests of individuals and member companies, while active within Afera (in the broadest sense), the Competition Law policy should always strictly be followed.

- 1) Do not agree on nor discuss prices, (including price increases and pricing methods), discounts, terms of sale, the refusal to deal with another company, or profit margins with any representative of any Afera member company;
- 2) Do not make announcements about your prices or those of competitors;
- 3) Do not talk about the plans of individual companies (yours or competitors') regarding specific geographic or product markets or regarding particular customers;
- 4) If in doubt consult the Associations' staff or legal counsel.

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|---|-------|
| 1. Opening, agenda, competition law compliance | AL/JG |
| 2. Minutes and actions of 3 October 2018 meeting in Athens, Greece | All |
| 2.1 Membership of the MKC, increasing active participation | |
| 3. Afera's strategy 2019-2025 | JG/AL |
| 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 | |
| 3.2 Positioning of new working group (WG) organisation – <i>see pg. 3 of most recent Minutes for chart on realignment and renaming of WGs, all WG activities are covered in items below</i> , outcome of conference calls, Strategic Projects Templates | |
| 4. Content Generation & Engagement (CGE-WG) | JG/AL |
| 4.1 Annual Conference Programme | |
| - Participants survey results | |
| - Achieving higher attendance of tape manufacturers | |
| - Frequency, types of teambuilding activities | |
| - What should an Afera annual sustainability award be given for? | |
| 4.2 Chief content editing team, other content | |
| 5. Marketing Communications (MarCom-WG) | EV |
| 5.1 Content marketing/social media programme | |
| - New strategic structure, supporting all other WGs in their outreach in MarCom, roles of members, current goals, reaching 5,000+ Twitter followers | |
| - Website (<i>Why tape?</i>), general PR | |
| 6. Membership Recruitment (Mem-WG) | AL |
| 6.1 Converter pilot member recruitment initiative | |
| - Progress w/tape manufacturers and 2 suppliers driving this initiative | |
| - EV and BF attended Nitto business event to speak w/converters, suppliers | |
| 6.2 Afera updated potential members master list going forward | JG |
| - Breaking it down into tape manufacturer and supplier groupings | |
| - SC decided to let distributors join Afera – are there interested distributors out there? | |
| - SC decided to allow 1 free entry to Tape College of any new Afera member company | |

- 7. Education awareness initiative (Edu-WG)** ES
- 7.1 Education curricula programme pilot project in the U.K. w/Pearson BTEC
 - 7.2 Developing adhesive tape bonding content and hands-on support material for 2021, data and expert teams, future employers
 - 7.3 Contributing to teachers' webinar for engineering training via educational team, April 2019, presentation access
 - 7.4 Visiting presenter(s) after Easter 2019, U.K. government fund for CPD activities for teachers in Engineering as from 2021
- 8. Afera media tools, general communications** AL/BF
- 8.1 *Afera News*, Afera app
 - 8.2 Media contact
 - 8.3 "Member of Afera" logo link, member company press and social media communications list
- 9. Other matters** (please submit prior to the meeting) All
- 10. Next meeting, closing** JG

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

All

2.1 Membership of the MKC, increasing active participation

Introduction new MKC Member from Lohmann: Christina Barg-Becker

Members of the Marketing Committee

| Delegate | Member company | Afera working group |
|-----------------------------|----------------------------------|---|
| Chairman Jacques Geijsen | American Biltrite Inc. | Content Generation & Engagement, Leader Member Recruitment |
| Giovanni Scognamiglio | 3M Italy | |
| Sharon Boyle | Advance Tapes International Ltd. | Member Recruitment |
| Alicia Tissot | Advance Tapes International Ltd. | Marketing Communications |
| Aris Venetis | Atlas Tapes SA | Content Generation & Engagement |
| Evert Smit, Afera President | Lohmann GmbH & Co KG | Education Awareness Initiative, Leader Content Generation & Engagement |
| Florian Heller | Mondi Inncoat GmbH | Education Awareness Initiative |
| Stefan Neuner | Neenah Performance Materials | Member Recruitment, Leader |
| Stefan Meirsmann | Nitto Europe N.V. | Member Recruitment |
| Deniz Bölükbaşı | Organik Kimya San. Ve TIC. A.Ş. | Education Awareness Initiative |
| Matthias von Schwerdtner | tesa SE | Content Generation & Engagement |
| Aldo Mazzocchi | tesa Western Europe B.V. | Education Awareness Initiative |
| Martha Sloboda | Scapa PLC | Education Awareness Initiative |
| Sonja Santhiram | Sekisui Alveo AG | Education Awareness Initiative |
| Mauro Fragata | Synthomer S.r.l. | Member Recruitment |
| Beverley Weaver | TSRC (Lux) Corporation S.a.r.l. | Member Recruitment |

Additional Member delegates of Marketing Committee working groups

| Delegate | Member company | Afera working group |
|--------------------|-------------------|--------------------------------|
| Isabelle Uhl | Dow France S.A.S. | Education Awareness Initiative |
| Tom Garcia | Scapa PLC | Marketing Communications |
| Thorsten Petersson | tesa SE | Marketing Communications |

3. Afera’s strategy 2019-2025

JG/AL

- 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
- 3.2 Positioning of new working group (WG) organisation – *see pg. 3 of most recent Minutes for chart on realignment and renaming of WGs, all WG activities are covered in items below, outcome of conference calls, Strategic Projects Templates*

The four defined initiatives for the MKC are:

| Industry Theme | Initiative | Comm. |
|--|---|-------|
| PRODUCT / MARKET DEVELOPMENT | GROW - Promote end-user application possibilities (awareness, knowledge) | MC |
| ENVIRONMENT / SUSTAINABILITY - AWARENESS | START - Promote end-user awareness about environmental PST success stories - 2019 Sustainability Award? | MC |
| INDUSTRY DEFINITION & STRUCTURE | GROW - Increase (modern) new networking opportunities – SAFE/TRUSTED environment. | MC |
| ASSOCIATION | CONTINUE - New Member Recruitment activities | MC |

| MKC Working Groups | |
|---|--|
| Content Generation & Engagement (CGE-WG) | Astrid Lejeune Aris Venetis Jacques Geijsen, Leader Matthias von Schwerdtner Evert Smit Bert van Loon Christina Barg-Becker? |
| Marketing Communications (MarCom-WG) | Alicia Tissot Thorsten Petersson Tom Garcia Elke Verbaarschot, Leader Bathsheba Fulton Bert van Loon |
| Education Awareness Initiative (Edu-WG) (external scope) | Deniz Bölükbaşı Sonja Santhiram Florian Heller Aldo Mazzocchi Evert Smit, Leader Martha Sloboda Isabelle Uhl |
| Member Recruitment (Mem-WG) (internal industry scope) | Jacques Geijsen Sharon Boyle? Stefan Meirsman Stefan Neuner Beverley Weaver Elke Verbaarschot Bathsheba Fulton |

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4. Content Generation & Engagement (CGE-WG)

JG/AL

4.1 Annual Conference Programme

- Participants survey results
- Achieving higher attendance of tape manufacturers
- Frequency, types of teambuilding activities
- What should an Afera annual sustainability award be given for?

4.2 Chief content editing team, other content

DRAFT PROGRAM AFERA ANNUAL CONFERENCE 2019

General

The program development of Afera's 2019 annual conference will be based on the following criteria.

In general

- The program should be developed with the various goals and initiatives of the 2018 Strategy in mind, and all sessions and activities should be connected to one or more goals and initiatives of the 2018 strategy.
 - The conference should especially focus on the goal: *"Help making the Tape Industry as a whole Future Proof"*

In particular:

- Content type, form and 'level' should contribute to the Afera strategic initiative *"START/GROW - Challenge ourselves- Raise ambition "beyond normal", through knowledge & inspiration"*
- The program should include themes, related to the following initiatives (7/16):
 - *"START – Raise Awareness of demographic changes in workforce"*
 - *"START – educating our future industry workforce [big one, 2020+]"*
 - *"GROW - Increase industry perception/awareness of necessity and that sustainability is an opportunity"*
 - *START - Promote end-user awareness about environmental PST success stories - 2019 Sustainability Award?*
 - *"GROW - Increase (modern) new networking opportunities – SAFE/TRUSTED environment."*
 - *"CONTINUE - Raise Awareness / Knowledge amongst members (regulation)"*
 - *"START – Existing Member Engagement Activities"*

Overall theme 2019

“Making the Tape Business Future Proof”

War for Talent – Next level Business – On the edge Technology - Circular Economy

Program overall concept

The formula of a morning program during 2 consecutive days, one day focusses on business topics and the next day on technology topics, combined with a leisure/social program on the afternoon of the first conference day seems to remain a ‘winning formula’. We propose to continue that format, while tweaking the formula with feedback topics from the 2018 participants survey.

- More network opportunities
- More interaction in the program
(potentially less speakers / better speakers / more interaction)
- Attract more tape producers / converters
- Topics: digitization, raw materials, pricing, growth development, circular economy
- Balance / mix: tape-related topics < > inspirational topics

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General: Built-in network opportunities in the program (<https://kahoot.com>, <https://northpolls.com> etc.) ?

Speaker from a business school..is there one in Lisbon?

Day 1 (*in no particular order*)

- International trade relationships, effect on Europe? (interview/debate with global association leaders)/European elections/
- Next generation workforce // war for talent // recruitment of next generation // management style when working with next generation // - HR/scouting consultant?
- Hidden Opportunities in Market Data/technology trends – finding industry opportunities
- Artificial Intelligence, big data etc. > how to prepare for the 2025 horizon // Digital transformation
- Growth hacking / agile / lean

- Plenary Talks
- Followed by 1 hour breakout sessions with the external speaker / expert –
 - Appoint committee members to moderate the sessions
- Then return in plenary – most remarkable outcome to be shared

- 2019 Innovation stars – best idea of the last 12 months being commercialised (sourcing candidates from the member base > longlist / voting shortlist > 3 ‘winners’ > on stage with 6 minute powertalk > debate “ the success behind winning innovations” – or “pitch wall” (poster session) participants select best during day 1

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The business model for sustainability // sustainability cases as an innovation // + “2019 Sustainability Award” → move to the social program??

Day 2 *(in no particular order)*

- Tech-Vision 4.0. - Shorter Lifecycles / Ageing Population / New Construction Methods / Demand for Lightweight innovation > “expert talk’
- Regulatory
 - Learnings form other industries - identify opportunities for future success
 - Regulatory in context of Brexit
- Major technology changes that may influence the adhesive tape market substantially (as discussed during the strategy session / alternative bonding methods) > survey members prior to the conference – break down suppliers/producers/converters – present and discuss results
- Raw material / pricing outlook (how to deal with that // which opportunities does it present for applications) > e.g. BASF + HB Fuller teaming up?
- Evert – PSTC technical event talk spin off – construction and take aways from the PSTC event in Baltimore

Input Evert

Lisbon: who do we want to invite as external presenters / moderators? I likely have a brief presentation ready from a German start-up using modern AI-techniques to create new business links (<https://www.allymatch.com>) – this is just a thought that shows how modern technology could help our members get new links & leads in a way not possible before.

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Input from Jacques

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| Theme | Is your tape business future proof? | THU OCT 10 | FRI OCT 11 |
|-----------------------------|---|-------------------------------|---|
| Geopolitical | | 08:00 Afera General Council | 08:00 Trends in Tape land |
| | Brexit | 08:45 Role Afera | 08:45 Update Tech Committee |
| | Tradewar | 09:00 Geopolitical | 09:00 Applications |
| | Duties | 09:45 Break 1 | 09:45 Break 1 |
| | | 10:05 Fixing & Bonding | 10:05 |
| Fixing & Bonding | | 10:50 | 10:50 |
| | What are the other alternatives | 11:45 Break 2 | 11:45 Break 2 |
| | Depends on the application | 12:05 Online dating | 12:05 |
| | | 12:50 Panel | 12:50 Panel |
| Ecological | | 13:15 Closure day I | 13:15 Closure day II |
| | What about the ecological footprint? | | |
| Legislation | | Other key words | |
| | | Interactive (media) | |
| | | | App with live polls |
| Online | | | Pics of all attendees |
| | Online dating | | Two BIG ASS screens (one for presenter / app) |
| | | Interactive (people) | |
| New developments | | | Tour with bus# (mixing up the groups) |
| | Polymers | | Dinner dansant |
| | Adhesives | | Karaoke |
| | Backing / Release liners | Rookie program | |
| | Manufacturing | Personable | |
| | Convert / Die cuts | | |
| Applications | | | |
| | | | |
| Technical | | | |
| | Benchmarking test methods : how satisfied are we? Is it being used? Is it stated on your data sheets? | | |

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5. Marketing Communications (MarCom-WG)

EV

5.1 Content marketing/social media programme

- New strategic structure, supporting all other WGs in their outreach in MarCom, roles of members, current goals, reaching 5,000+ Twitter followers
- Website (*Why tape?*), general PR

**Update Report
February 2019**

**MARCOM
Working Group**

Broad (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.

SMART goals 2019-2020:

- Set up a structured content calendar to support all communication efforts of Afera in 2019 and onwards
- 5% increase (continued) of followers on the Afera social media channels
- Continued increase of website traffic to www.afera.com

Technical (content) support is needed from Afera WGs

Team profile:

Elke > Chairman (monitor and guide all MarCom efforts + social media posting)

Bathsheba > Content creator

Thorsten > generalist, editorial/content development, SEO

Tom > generalist, proofing of content, images, design, SEO (in terms of currently running Scapa project)

Alicia > SEO, website management, social media, proofing in French

Bert > Consultant

Activities

Statistics

Next steps

Content planning & creation

- Cloud based content calendar in use (ready for input WGs)
- First structured 'post-event' communication strategy for Afera Conference '18
- Further development of the Afera Community app for Android and iOS

Website best practice (functionality, usability, SEO, subscribes & emails, KPI's)

Website best practice: functionality and usability

- Comms contacts database in use
- Signed off Why tape? Section – to be reviewed by content generation WG?

Website best practice: SEO

- Ongoing actions regarding best practice for URLs

Website best practice: KPIs

- Set extra goals in Analytics to track behaviour of visitors
- Ongoing to be discussed further within WG

Social media activities

- EV took over from LV
- Ongoing posts @_ProductDesign & @Afera_Tape account
- Further increase in followers (especially @_ProductDesign)

Activities

Statistics

Next steps

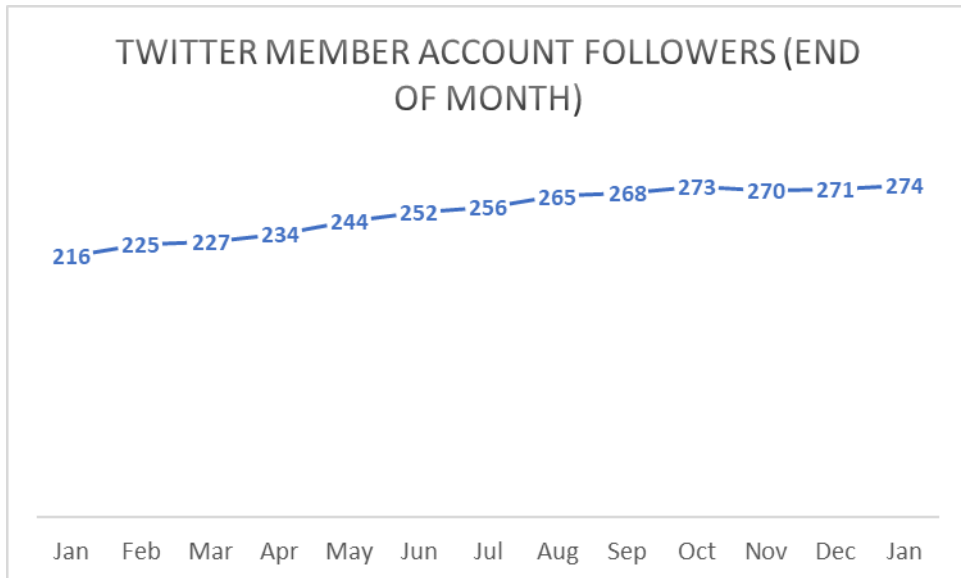
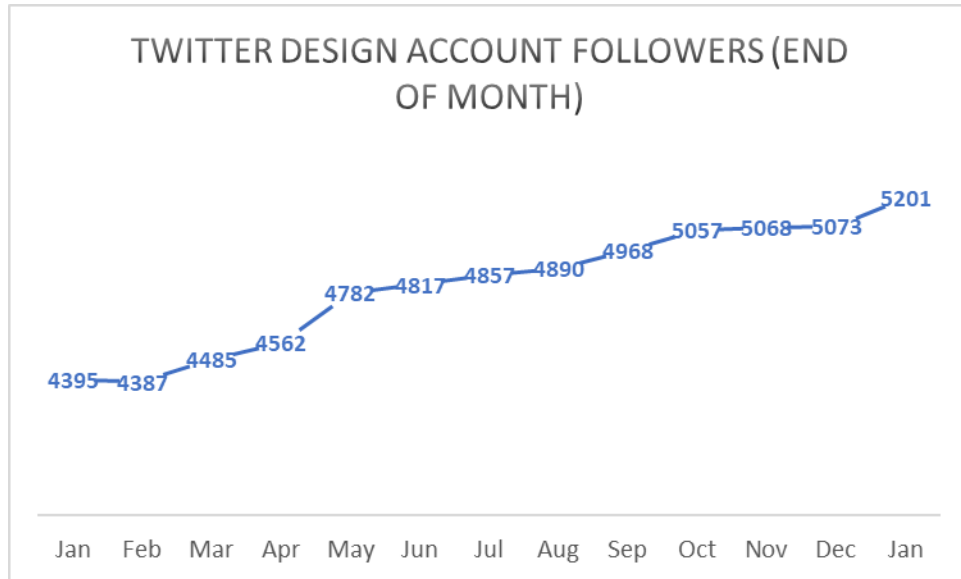
Social media

Design that Sticks

Scanning the web for Next Product Design



| | |
|---------------------|------|
| Current # followers | 5201 |
| Current # following | 4148 |
| Likes | 202 |



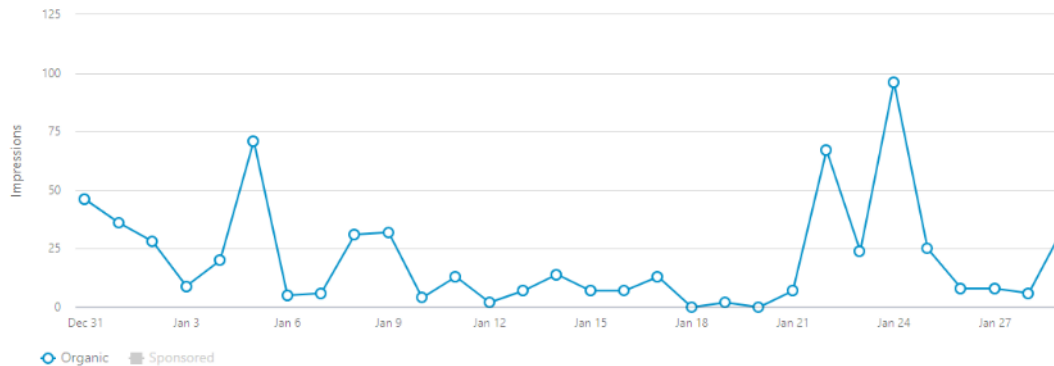
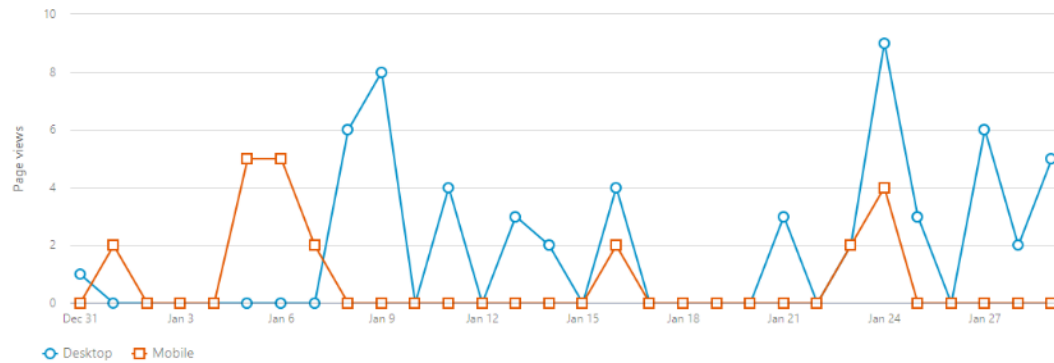
| | |
|---------------------|-----|
| Current # followers | 274 |
| Current # following | 573 |
| Likes | 13 |

Activities

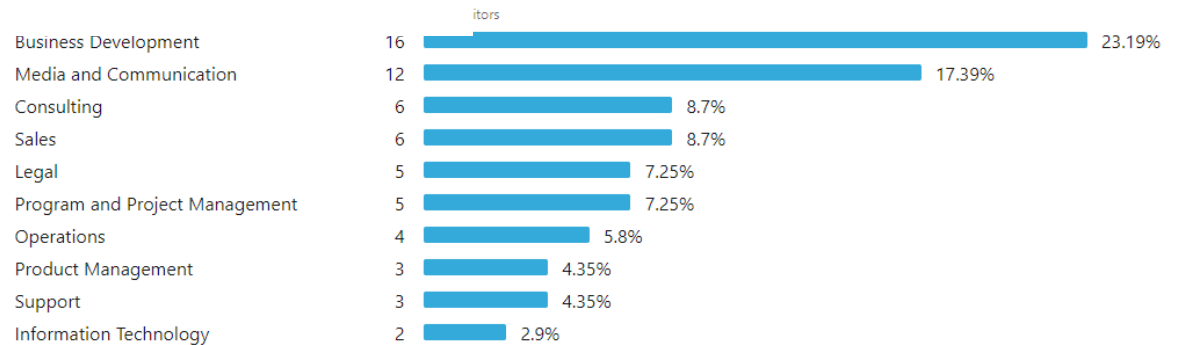
Statistics

Next steps

LinkedIn



Jan 29, 2019 Data for: Job function



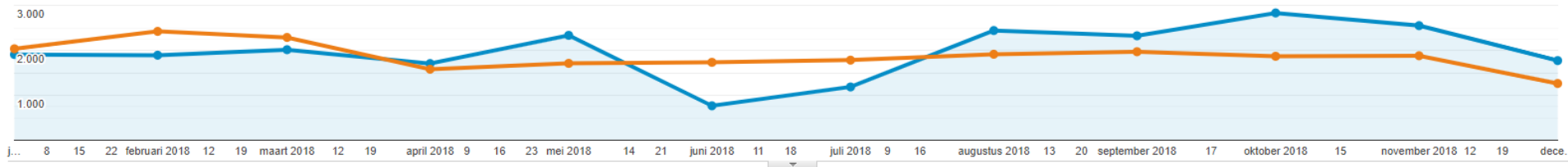
Activities

Statistics

Next steps

Website

Comparison 2018 vs 2017



Users

5,41%

21.799 versus 20.681



New users

5,52%

21.550 versus 20.423



Sessions

7,23%

31.197 versus 29.094



Sessions/User

1,73%

1,43 versus 1,41



Pageviews

-1,07%

78.557 versus 79.408



Pages/Session

-7,74%

2,52 versus 2,73



Avg session drtn

-7,72%

00:02:25 versus 00:02:37



Bounce rate

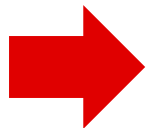
-2,04%

62,28% versus 63,58%



New set goals for CTAs 2019:

- contact form
- subscribe form
- Banner clicks
- Downloads
- Visits specific sections



Activities

Statistics

Next steps

Content planning & creation

- Input from committees for content calendar
- Further set up video campaign for Afera events (incl photography, interviews)
 - Aftermovie Tape College 2019 - € 3.750,-
 - Aftermovie Annual Conference 2019 - € 5.100,-

Website best practice (functionality, usability, SEO, subscribes & emails, KPI's)

- Collect company introductions for 'find a member' page
- Investigate auto-creation of meta data
- Continue SEO for Why tape? Section (in collaboration with content generation WG)
- Further develop webpages (see cloud based detailed WG action plan)

Social media activities

- Continue posting and target group management
- Continue use of LinkedIn Afera company page

Other

- Further develop and promote Afera App (new feature topical discussions) ([video on features – 3:10 min](#))
-

6. Membership Recruitment (Mem-WG)

AL

6.1 Converter pilot member recruitment initiative

- Progress w/tape manufacturers and 2 suppliers driving this initiative
- EV and BF attended Nitto business event to speak w/converters, suppliers

6.2 Afera updated potential members master list going forward

JG

- Breaking it down into tape manufacturer and supplier groupings
- SC decided to let distributors join Afera – are there interested distributors out there?
- SC decided to allow 1 free entry to Tape College of any new Afera member company

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4. Membership Recruitment Working Group (Mem-WG)

4.1 Converter pilot member recruitment initiative:

- Along with Kim Meekers, Mr. Meirsman reported on his progress in spearheading this initiative in the area of converter membership development. See **Nitto Converter Recruitment Report Feb 2018 PDF**.
- He explained that Afera could use more converters among our members in order to represent more truly the entire value chain. The initial decision to focus on converters, however, came out of a personal plan of former member Mike Punter (Parafix Tapes & Conversions, Ltd.).

-Progress with tape manufacturers driving this initiative:

- An historical Afera potential converter member list (excel sheet) was meticulously updated by Ms. Fulton, Mr. Meirsman and Ms. Meekers, along with other members of all of Afera's committees. The current list of 226 high-quality contacts has been broken down into regions for recruitment focus.
- So far, Mr. Meirsman sees that real progress is only made when **personal, face-to-face contact is made with potential members in your network**. This usually occurs when Nitto colleagues are visiting customers.
- On behalf of Afera, he and Ms. Meekers have facilitated contact with only a fraction of their assigned sections of the list, which include Germany, the Benelux, Italy, Spain and Portugal, and they have already recruited a few new members: CMC Klebeteknik GmbH (2017), Thema (2018), Erga Tapes s.r.l. (2018). FFT, Riewoldt and Thema are still considering. Mr. Meirsman and Ms. Meekers' real work on this will continue through 2018.
- On behalf of Afera, Ms. Lejeune and Ms. Fulton attended Nitto's ATP Tennis Finals business event in London in November 2017. The idea was that many of the customers who were hosted by Nitto on these days were converters. Ms. Lejeune and Ms. Fulton thought the event was useful in making contact with potential members and promoting Afera, and they will attend Nitto's ATP event again in 2018.

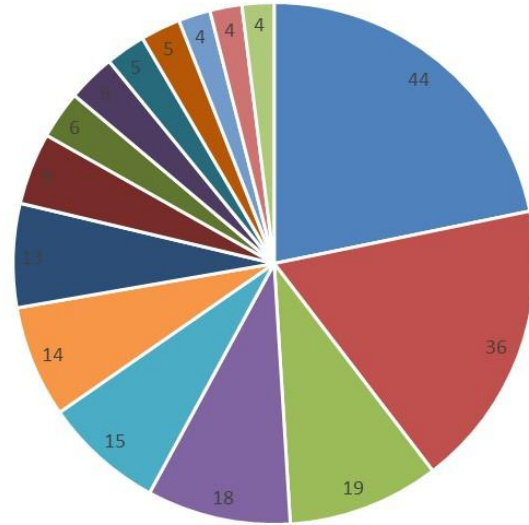
Conclusions to keep in mind when recruiting converters:

- 80-90% are small- and medium-sized players who operate within their specific geographical areas/regions.
- They probably have limited budgets and manpower to develop a presence in Afera.
- Language barriers might keep them from mixing within a pan-European group.
- They have the perception that Afera is just a club of big manufacturers and suppliers.
- They think if they join Afera, they will have to discuss business details and relationships that they don't want to divulge.

Updated Converter Prospect List



Target Countries



- ITALY
- GERMANY
- SPAIN
- UNITED KINGDOM
- CZECH REPUBLIC
- RUSSIA
- FRANCE
- POLAND
- SLOVAKIA
- NETHERLANDS
- SWITZERLAND
- IRELAND
- SWEDEN
- TURKEY
- BELGIUM

- Clean Up: 2nd Wave.
- Focus Areas with top 70% of prospects:
 - Italy (44), Germany (36), Spain (19), UK(18), CZ(15), Russia(14), France (13)

7. Education Awareness Initiative (Edu-WG)

ES

- 7.1 Education curricula programme pilot project in the U.K. w/Pearson BTEC
- 7.2 Developing adhesive tape bonding content and hands-on support material for 2021, data and expert teams, future employers
- 7.3 Contributing to teachers' webinar for engineering training via educational team, April 2019, presentation access
- 7.4 Visiting presenter(s) after Easter 2019, U.K. government fund for CPD activities for teachers in Engineering as from 2021

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8. Afera media tools, general communications

AL/BF

8.1 *Afera News*, Afera app

8.2 Media contact

8.3 "Member of Afera" logo link, member company press and social media communications list

Afera News



Completely renewed distribution list in 2018: ~1,100

REGULATORY AFFAIRS EDITION

Afera's 2018 highlights reported at General Assembly
Regulatory affairs update
ERPC press release: Despite a challenging international context, European paper recycling resilient in 2017
SCHM: Have you categorised your hazardous mixtures?
SCHM: Slicides: What is a treated article?
SCHM: Q&As on S.U. withdrawal from E.U. updated
Afera member statistics updated
Member news
Industry news

Afera's 2018 highlights reported at General Assembly



In addition to rolling out its new, future-proof strategy, the Association has moved forward in educational awareness of topics, trade and social media, educational technical events, global standardisation of best methods, the ERPC STS Update, and more, this year. [Read \(members only\)](#)

Regulatory affairs update



Afera Public Affairs Manager Mark Macard updates us on the final ERPC STS meeting in Davila, Turkey's new regulation on plastic food contact materials, the adoption of the Public Activities Coordination Tool (PACT) and the U.S. Single-Use Plastic Ordinance. [Read](#)

ERPC press release: Despite a challenging international context, European paper recycling resilient in 2017



The European Paper Recycling Council, of which Afera is a Supporter, confirmed its latest recycling figure of 72.2%, noting the market impact of Chinese waste import restrictions and the stronger use of paper for recycling in Europe and other countries, due to investments in additional paper recycling capacities. [Read](#)

Advertising & Sponsorship Rates 2018
Afera's Events
Afera.com
Afera News

ECHA: Have you categorised your hazardous mixtures?
If you are an importer or a downstream user of

IN THIS EDITION

New Year's greetings from the President
Innovation in acrylic foam tapes from new idea to mass production
Mother Nature Network: Researchers develop frog tongue mucus-inspired PSA
REACH: New substance evaluation conclusion published on Methyl methacrylate
REACH: 2,2-bis(4'-hydroxyphenyl)-4-methylpentane added to the Candidate List
ECHA's market insight: Global duct tapes market report
Assembly Magazine: New applications for high-strength tapes
Afera's 9th Tape College early bird rate ends 31 January
Member news
Industry news

New Year's greetings from the President



Solmann's Head of R&D Sviat Smil talks of 2017's economic uncertainties and Afera's focus on education, communication, transparency, co-operation and collaboration. [Read](#)

Innovation in acrylic foam tapes from new idea to mass production



Olympic Bonding Solutions cofounder Ko Hermann discusses the new challenges and opportunities in automotive, solar, electronics and building & construction for tape manufacturers. [Read](#)

Mother Nature Network: Researchers develop frog tongue mucus-inspired PSA



The next generation of high-tech adhesives could take some design cues from the tongues of frogs, according to new research led by the Oregon State University College of Engineering. [Read](#)

REACH: New substance evaluation conclusion published on Methyl methacrylate



Under the Community Rolling Action Plan (CORAP), a conclusion document has been prepared by the evaluating Member States as a part of the substance evaluation process under the REACH Regulation. [Read](#)

REACH: 2,2-bis(4'-hydroxyphenyl)-4-methylpentane added to the Candidate List



With the recent addition of 5 new substances, the Candidate List of substances of very high concern (SVHC) for authorization numbers 197. [Read](#)

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Afera media coverage

INDUSTRIAL
PROCESS NEWS

FASTENER
+ FIXING
MAGAZINE

 **SpecialChem**
connect • innovate • accelerate

C² Magazines

PACKAGING
EUROPE

ASI ADHESIVES
& SEALANTS INDUSTRY

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DESIGN

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coating
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Web Processing & Finishing Technologies

WhatTheyThink?
Market Intelligence for the Printing Industry

FlexoGlobal
Your Portal to the World of Flexo


FASTENER + FIXING MAGAZINE

Nov 2018 Issue

PRODUCTS - TOOLS

Why tape?

By Bathsheba Fulton, communications at Afera – the European Adhesive Tape Association

Imagine something virtually invisible and weightless that would allow you to hold two or more things together or fix something to something else without weakening or failing, staining, or corroding under a variety of extreme conditions. This 'something' could also, for example, insulate or conduct electricity as part of a design.



Forget the image you may have of household or duct or even industrial tape. Think of adhesive tape as a functional sheet, which makes the production and assembly of your design, however big or small, possible. Tape is often the hidden driver of product innovation in many applications and industries. It can be utilised in so many more ways than it is in the traditional home, office and industrial areas.

Tapes and films are replacing mechanical fasteners
Designers and engineers often turn to traditional fastings, such as rivets, screws, nuts, bolts, staples, clips, needle and thread, and liquid adhesives, to join two substrates. Many are discovering however that adhesive tapes and films are proven alternatives to these methods, matching and often exceeding traditional fastenings in strength and durability. Furthermore, they provide unique benefits not found in traditional fastening methods, such as sealing, dampening, shielding and insulating.

“High-quality tapes and films offer versatility and superior workability to designers, engineers, and manufacturers, in every conceivable industry. They can be specifically designed for any product or application and die cut into complex shapes.”

Tapes can perform a variety of functions in one, meaning that products could be made thinner, lighter and using fewer and less expensive materials. Tapes and films bring design options to the table that weren't even conceivable a few years ago. And what's more, tape can be incorporated into product manufacturing and processing via reliable, reproducible and cost-effective results.

The considerable expense behind today's adhesive tapes, as well as the astonishingly wide variety of applications they have, is the constant push to product innovation circles. High quality tapes and films offer versatility and superior workability to designers, engineers, and manufacturers, in every conceivable industry. They can be specifically designed for any product or application and the ease into complex shapes.

Businesses in the tape industry know from frequent development partners with product designers and engineers that adhesive tape is often the hidden driver that enables innovation in product design.

Designers and engineers can use lighter, thinner and possibly fewer and less expensive materials without worrying about distances, spacing, or creating in the mechanically fastened site. Adhesive tapes are less space than traditional fastening methods, as a desired product, weight, mass or size can be more easily achieved.

When design is important, bonding tapes, which are generally hidden between the bonded substrates, often simplify intricate fastening to keep surfaces smooth and clean, with no screws or rivet heads or protruding nuts and bolts.

The number of materials that can be combined using traditional fixing technologies such as spot welds, rivets, screws and nuts is limited. For instance, joining glass and glass is usually not possible. However, a vast range of material combinations can be bonded using tapes. Adhesive tapes provide a solution for mismatch or coefficients of thermal expansion. They also provide a barrier or carry additives to reduce or prevent bacterial corrosion that often occurs between different types of metal.

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PROFILE ALL ABOUT TAPES

Atlas Tapes S.A., a vertically intergrated manufacturer of self-adhesive tapes. Greek market leader, ranking between the top European producers, exporting over 85% of production.

Original company was founded in Athens, by Christopher Lantzis and his sons in 1953. In 1977, production moves to Atalanti where it remains today. Over the years, various investments led to the addition of new coating technologies and currently the company manufactures a comprehensive range of tapes, which includes:

Packaging tapes: PVC, BOPP coated with solvent, acrylic and hot melt adhesive

Masking tapes: Acrylic, solvent and hot melt

Stationery tapes: Cellulose and BOPP

Specialty products , including Aluminum, Duct and a range of Double sided

Second and third generation Lantzis family with the support of new investors are on the helm of Atlas Tapes. During the same period, a five year investment program was implemented which led to the expansion of the total covered area of plants to 40,000sqm (on a 140,000sqm plot) This includes new offices to accommodate the continuously increasing needs of personnel, a fully automated slitting department and the renovation of a state of the art laboratory, operating under ISO 9001 and 14001. In 2014 Atlas Tapes celebrated the 30th years anniversary of masking production by installing a new paper impregnation line (total of two) and an exclusive masking solvent natural rubber coater (total of five) along with other two lathe slitters (total of three). In 2015, the installations of a new 2 meter solvent coating line began to be implemented. At the same time a European first is proudly presented with the installation of an energy producing pellet burner.

Atlas Tapes production today operates with:

- 9 coating lines: two acrylic water based, five solvent natural rubber and two hot melt synthetic rubber
- 2 masking paper impregnation lines
- 16 fully automatic and robotic slitter-rewinders and numerous semi-automatic, as well as three fully automatic lathe (torno) slitters.
- A 6 color undersurface printing line

The continuous development and upgrade of the plant facilities, highlight the company's dynamic for technologically advanced production and high quality standards.

A large investment has also been made on personnel of approximately 350 skilled employees (195 in 2010) constituting the heart and soul of the operation. Personnel numbers are continuously increasing as a result of the augmented capacity and sales force as well as constant developments of the company.

Atlas tapes is a member of Afera



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AT42 PVC VAPOUR BARRIER/PROTECTION TAPE



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- High Elongation Conformability
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Scapa Group plc is a leading global manufacturer of bonding products and adhesive components in the Healthcare and Industrial markets. Scapa has a

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GLOBAL FOOTPRINT

Scapa has a global

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MEMBERSHIPS

As part of the adhesive tape industry, it is one of our goals, together with other members of the industry, to creatively shape standards, market trends, and innovation. Therefore, we are a member of several industry organizations.

Afera



Afera is the European Adhesive Tape Association, a not-for-profit trade association representing the interests of the best-in-class businesses and organizations within the adhesive tape value chain. The membership includes manufacturers, raw materials and machine suppliers, converters (such as printers, slitters, die cutters, and laminators of adhesive tape), and national tape organizations. With over fifty years'

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9. Other matters (please submit prior to the meeting)

All

10. Next meeting, closing

JG

Next Afera Marketing Committee

Tuesday 8 October 2019 – 13.00 - 17.30

Pestana Palace Lisbon