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Marketing Committee

3 October 2018

09.00 – 12.30 hrs.

Divani Apollon Palace Hotel

Poseidon C

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 22 February 2018 meeting in Amsterdam, The Netherlands | All |
| 3. Afera's strategy 2019-2022 | Melanie |
| 3.1 Branding of Afera – results brainstorm new strategy working group SC | |
| 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</i> | |
| 4. Education awareness initiative (Edu-WG) | Evert |
| 4.1 Education curricula programme pilot project in the U.K. w/Pearson BTEC | |
| 4.2 Developing adhesive tape bonding content and hands-on support material for 2021 | |
| 4.3 Contributing to teachers' webinar | |
| 4.4 Visiting presenter(s) | |
| 5. Membership Recruitment (Mem-WG) | |
| 5.1 Converter pilot member recruitment initiative | All |
| - Progress w/tape manufacturers and 2 suppliers driving this initiative | |
| - EV and BF attending Nitto business event to speak w/converters, suppliers | |
| 5.2 Afera updated potential members master list going forward | Jacques |
| - Breaking it down into tape manufacturer and supplier groupings | |
| 6. Content marketing/social media programme (Tools-WG and Promo-WG) | |
| 6.1 Redefining the End-User Promotion WG | Jacques |
| 6.2 Website Management WG activities | Elke |
| - Performance stats, SEO, best practice/functionality, Twitter accts, cloud content calendar, etc. | |
| - Publishing member email addresses, summary/introduction function w/in Afera member listings | |
| 7. Afera MKC as review board: Annual Conference programme (ACP-WG) | Astrid |
| 7.1 Moderation, theme, content | |
| 7.2 Athens presentation "Combined global market update curated from data provided by Afera's Asian counterparts (CATIA-China, JATMA – Japan and TAAT – Taiwan)" | MvS |

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8. Afera media tools, general communications

AL/BF

8.1 Afera's digital newsletters, completely updated distribution list

8.2 Media contact, completely updated distribution/target list

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

10. Preparation of General Assembly 2018 presentation on activities, results of MKC All

11. Other matters (please submit prior to the meeting) All

12. Next meeting, closing Jacques

3. Afera's strategy 2019-2022

Melanie Lack

Positioning of Afera – results brainstorm new strategy working group
SC

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Evert

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- | | | |
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6. Content marketing/social media programme (Tools-WG and Promo-WG)

6.1 Redefining the End-User Promotion WG

Jacques

6.2 Website Management WG activities

Elke

- Performance stats, SEO, best practice/functionality, Twitter accts, cloud content calendar, etc.
- Publishing member email addresses, summary/introduction function w/in Afera member listings

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**Update Report
October 2018**

**Website Management
Working Group**

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Activities

Statistics

Next steps

Content creation

- Cloud based content calendar ready and regularly updated
- Video Afera Tape Summit: <https://youtu.be/R4FfiwchHVq0>
- Launch 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 created for input industry news
- Signed off Why tape? section

Website best practice: SEO

- Ongoing actions regarding best practice for URLs

Website best practice: subscribes and emails

- All personal e-mails addresses removed from Member Directory

Website best practice: KPIs

- Ongoing to be discussed further within WG

Social media activities

- Ongoing posts @_ProductDesign & @Afera_Tape account

Other

- New group members

Activities

Statistics

Next steps

Social media

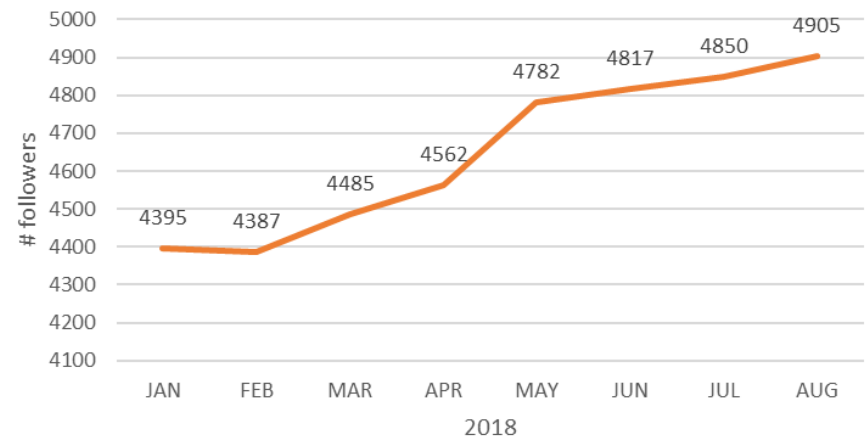
Design that Sticks

Scanning the web for Next Product Design



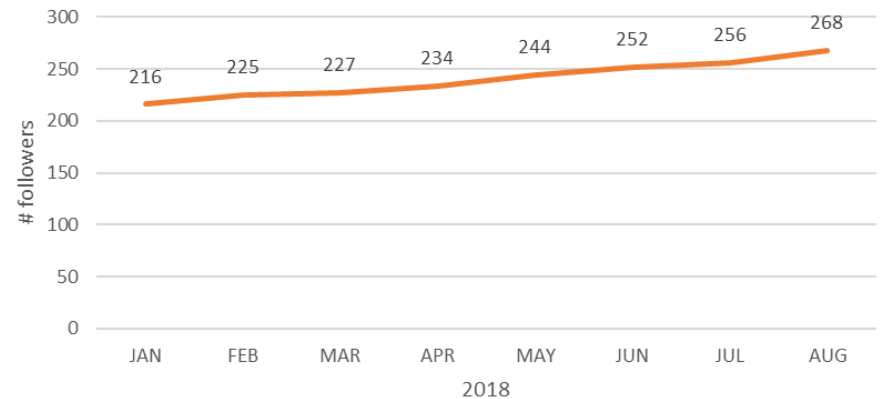
Current # followers	4964
Current # following	5447
Likes	199

Twitter Design account followers (end of month)



Current # followers	268
Current # following	573
Likes	12

Twitter Member account followers (end of month)

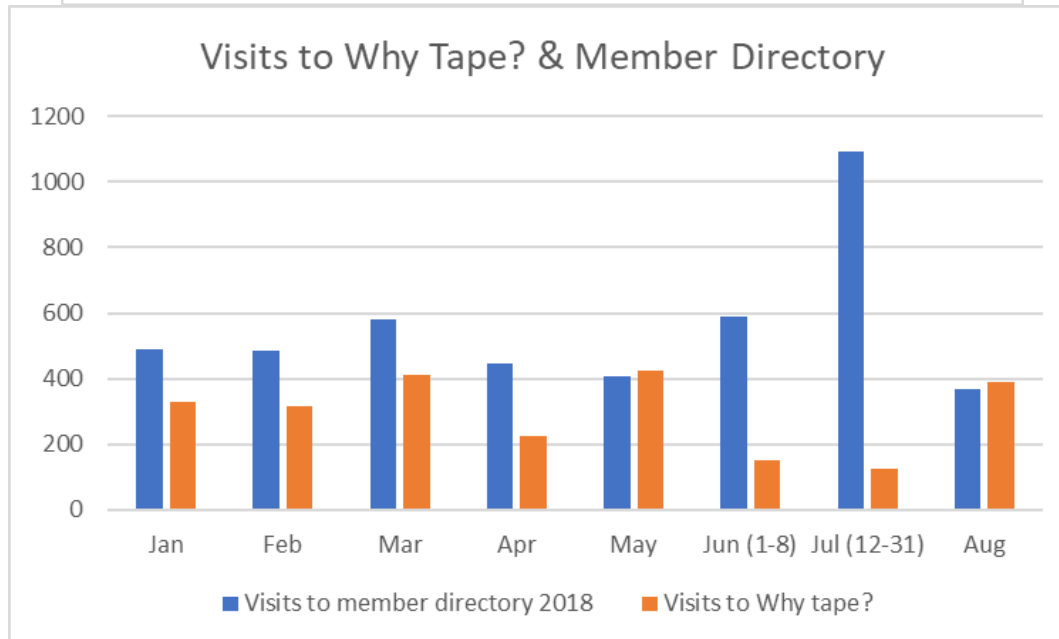
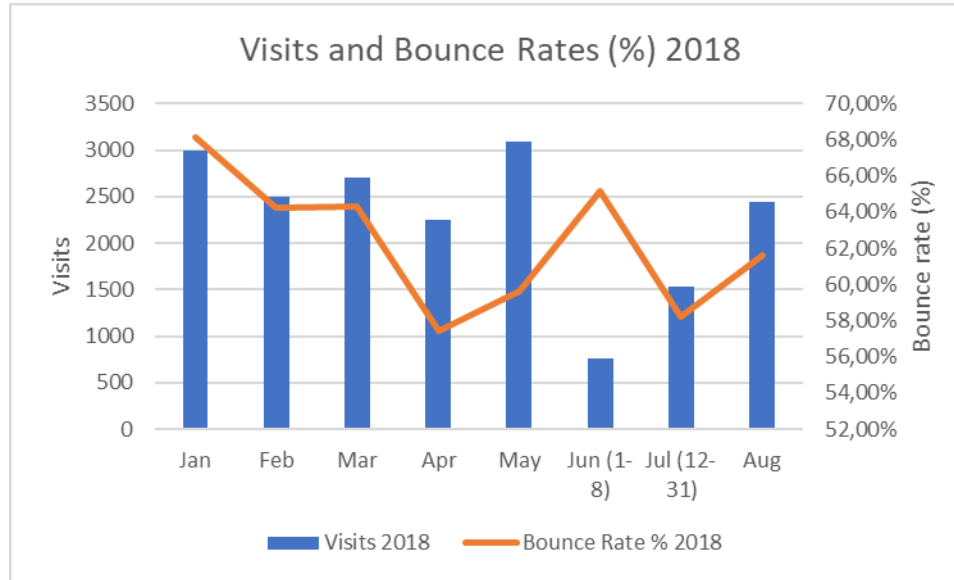


Activities

Statistics

Next steps

Website



Activities

Statistics

Next steps

Content creation

- Finalising current draft of Afera website content style guide
- Input from committees for content calendar
- Draft Afera and Why tape? presentation

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

- Collect company introductions for 'find a member' page
- Investigate auto-creation of meta data (carried forward from Feb)
- Continue optimization & expanding tracking analytics
- Continue SEO for Why tape? section
- Further develop webpages (see cloud based detailed WG action plan)

Social media activities

- Continue to increase visibility of Afera content through marketing integration plans
- EV to take over from LV end of year – transfer in November

Other

- Awaiting new strategy/structure Afera (next call scheduled 30 Oct)
 - Further build database of MARCOM contacts member companies
 - Research: Could a feedback and discussion board be created for test method development on the Global Tape Forum website?
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Afera News

IN THIS EDITION

A word from the President

New technology: efficient adhesive increase of plastics with aerosol functionalisation

Vertical integration for tape manufacturers: from adhesive formulation to finished product

Exclusive market data: adhesive tape films market report

Regulatory affairs update

2018 raw materials and chemicals overview

Member news

Industry news



Advertising & Sponsorship Rates 2018

Afera's Events

Afera.com

Afera News

UPCOMING EVENTS

61st Afera Annual Conference 2018

ISSUE 4 2018

A word from the President

Mete Konuralp tells us why we should attend Afera's upcoming Athens Conference. [Read](#)

New technology: efficient adhesive increase of plastics with aerosol functionalisation

The kalwar group's Marcus Kalwar tells us about an innovative technology that most of us haven't seen before. [Read](#)

Vertical integration for tape manufacturers: from adhesive formulation to finished product

The head of R&D planning of Nitto tells us the key to success for a tape manufacturer engaging in today's market. [Read](#)

Exclusive market data: adhesive tape films market report

Ismail Sutaria of Persistence Market Research says electric vehicles and e-commerce will drive adhesive tape films adoption. [Read](#)

Regulatory affairs update

Afera's public affairs manager Mark Macaré updates us on food contact materials, REACH/CLP and biocides, new SVHCs, recycling and waste legislation, and all upcoming regulatory affairs meeting dates. [Read](#)

2018 raw materials and chemicals overview

Adhesives & Sealants Industry reports on the global plastisols, bio-polyols and water-based resins markets, which are set for growth over the next 5 years. [Read](#)

Member news

Completely renewed distribution list: ~1,000


Afera Media List

Afera Media List

highlighted green = covered Afera's latest PRs
 highlighted yellow = our current focus
 highlighted orange = covered Afera in the past/other mention, incl. in current focus group
 highlighted dark blue = current media partners

Publication/Platform	Website/Outlet	Contact email address	Notes	News Category	Published 1 or more 2018 PR
<i>adhäsion KLEBEN & DICHTEN: Das Fachmagazin für industrielle Adhesives.org/Sealants.org: An Industry Portal Created and Produced by</i>	https://www.springer.com	redaktion@springer.com	Suggested by Malinda Armstrong	Adhesives	? Print
<i>Advanced Science News</i>	https://www.wiley.com	advsciencenews@wiley.com		Technology	0
<i>Aerospace Manufacturing and Design</i>	http://www.aerospemagic.com	emagic@gie.net	rschoenberger@gie.net	Aerospace	0
<i>American Printer Magazine/Weekly</i>	https://www.americanprinter.com	info@americanprinter.com		Printing	0
<i>Appliance Design</i>	https://www.appliancead.com	dalpozzodi@bnpmedia.com	seland	Appliances	X
<i>Arabian Business</i>	http://www.arabianbusiness.com	jeremy.lawrence@itp.com	neil.hallig	Business	0
<i>Architect: Connecting Architects</i>	https://architect.com	connect@architect.com	ed@architect.com	Architecture	0
<i>Ars Technica: For Technologists and IT Professionals</i>	https://arstechnica.com	press@arstechnica.com		Technology	0
<i>ASI: Adhesive & Sealants Industry Magazine</i>	https://www.adhesive.com	fowlerl@bnpmedia.com	Invited to GATS	Adhesives	X
<i>Asian Scientist Magazine</i>	https://www.asianmagazine.com	editor@asianscientist.com		Technology	0
<i>Assembly Magazine</i>	https://www.asser.com	espositot@bnpmedia.com	sprovierij@bnpmedia.com		0
<i>ATZ Worldwide</i>	https://www.springerprofessional.de	redaktion@springerprofessional.de		Bonding & fixing	0
<i>AutoBeat Daily</i>	https://www.autobeat.net	daven@gardnerweb.com	mvohland	Automotive	0
<i>AutoGuide.com</i>	http://www.autoguide.com	cwood@verticalscope.com		Automotive	0
<i>Automation</i>	http://www.conner.com	rmead@dataeam.co.uk		Processing, manufacturing	X
<i>Automobilwoche: Die Branchen- und Wirtschaftszeitung</i>	https://www.automobilwoche.de	redaktion@crain.com		Automotive	0
<i>Automotive Design & Production Magazine</i>	https://www.adandp.com	gsv@ADandP.com	jannb@ADandP.com	Automotive	0
<i>Automotive Electronic Specifier</i>	https://automotive-specifier.com	editor@electronicspecifier.com		Automotive	0
<i>Automotive Engineering</i>	https://www.sae.org	asi@sae.org	info-sae-europe@assoc	Automotive	0
<i>Automotive Logistics Magazine</i>	https://automotive-logistics.com	Christopher.ludwig@ultimamedia.com		Automotive	0
<i>Automotive Manufacturing Solutions (AMS)</i>	https://automotive-ams.com	nick.holt@ultimamedia.com	gareth.p	Automotive	0
<i>Automotive News</i>	http://www.autonews.com	autone@crain.com	dversical@crain.com	Automotive	0
<i>Automotive News Europe</i>	http://europe.auto-news.com	rjohnson@crain.com	pnuessel@crain	Automotive	0
<i>Automotive World</i>	https://www.automotiveworld.com	info@automotiveworld.com	editorial@	Automotive	0
<i>Autoweek</i>	http://autoweek.com	tips@autoweek.com		Automotive	0
<i>Aviation Week Network</i>	http://aviationweek.com	awstletters@aviationweek.com	bill.ca	Aviation	0
<i>AWA Alexander Watson Associates</i>	http://www.awa-bv.com	info@awa-bv.com	conferences@awa	Market data	N/A
<i>AZoCleanTech: Online Publication for the Clean Technology Community</i>	https://www.azocleantech.com			Technology	0
<i>AZoNet: Materials Science & Engineering</i>	https://www.azonet.com	Editorial@AZoNetwork.com	editor@	Technology	0
<i>BIM: Builders Merchants Journal</i>	http://www.buildersjournal.com	frussell-horne@da	tesa editorial publ	Construction	0
<i>Boards & Solutions / ECE Magazine</i>	http://www.ember.com	info@iccm.com	cpaul@aspenc	Electronics	0
<i>C2 Coating & Converting Asia</i>	http://www.c2-asia.com	editorial@c2-magazines.com		Tape, converting	0
<i>C2 Coating & Converting Deutschland</i>	http://www.c2-de.com	nora.hermann@c2	Editor: Nora Herm	Tape, converting	X
<i>C2 Coating & Converting Europe</i>	http://c2-europe.com	editorial@c2-euro	Editor: Nora Herm	Tape, converting	X

Afera Media Partners



Contact

[ABOUT AFERA](#) [WHY TAPE?](#) [FIND A MEMBER](#) [TECHNICAL CENTRE](#) [MEMBERS ONLY](#) [EVENTS](#) [NEWS](#)

Current number: 8

[Home](#) > [Find a member](#) > [Media partners](#)

Media partners

Share this page: [Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#) [Email](#)

We work with a variety of press and social media outlets.



Member of Afera Logo-Link

The screenshot shows the top navigation bar of the FFT website with the logo and menu items: About us, Products, Production, Downloads, and Contact. Below the navigation bar is a grid of images: a large photo of the FFT factory building, a close-up of a yellow pallet, a worker handling a blue roll of material, a roll of material on a machine, and a close-up of a circular saw cutting a material.

FFT Klebebänder
Schutzfolien
Converting

About us Products Production Downloads Contact

FFT is your reliable partner
We have more than 20 years experience in the selection and processing of protective films and adhesive tapes.
FFT is an authorised sales partner and converter of Nitto, Novacel, 3M, Tesa and Scapa products.

[Read more >>](#)



Protective films, adhesive tapes, converting – fast, flexible, competent

Thanks to our in-house production and processing, we are able to satisfy all requests in a fast and flexible manner. We will be more than happy to advise you and will provide you with a detailed quote for your optimal application and combination of protective films, adhesive tapes and other materials. Our sophisticated logistics network will ensure that your order arrives in the right place at the right time.

[Get in touch with FFT >>](#)



Member of Afera Logo-Link



ICHEMCO was established in 1979 with the aim of offering specialty products designed for well-defined industry segments in conjunction with excellent service.

Having started with a wide range of products for pressure sensitive applications, our catalogue has been broadened to include products for adhesive, textile and leather finishing.

Our main target remains the PSA industry. For this, we grant complete know-how and technical service for virtually any end product, whether made using waterborne, solvent based, hot-melt or solvent-less UV curing technology.

Currently ICHEMCO develops, produces and markets all over the world:

Ready-to-coat Pressure Sensitive Adhesives (for Tapes, Labels, Lamination, Foams, Medical, all other applications)

- **Waterborne acrylic adhesives**
- **SBR adhesives**
- **Solvent based acrylic adhesives**
- **Natural rubber adhesives**
- **Hot melt and solvent-less UV curable adhesives**
- *Silicone adhesives*

Speciality chemicals

- **Release agents** for tapes, in solvent, waterborne or 100% solids
- High-performance **antioxidant and UV protectors**
- Isocyanate **cross-linkers** and other **curing agents**
- **Primers**
- **Color pigments and masterbatches** for adhesives

ISO 9001:2015



CERTIFIED QUALITY
MANAGEMENT SYSTEM

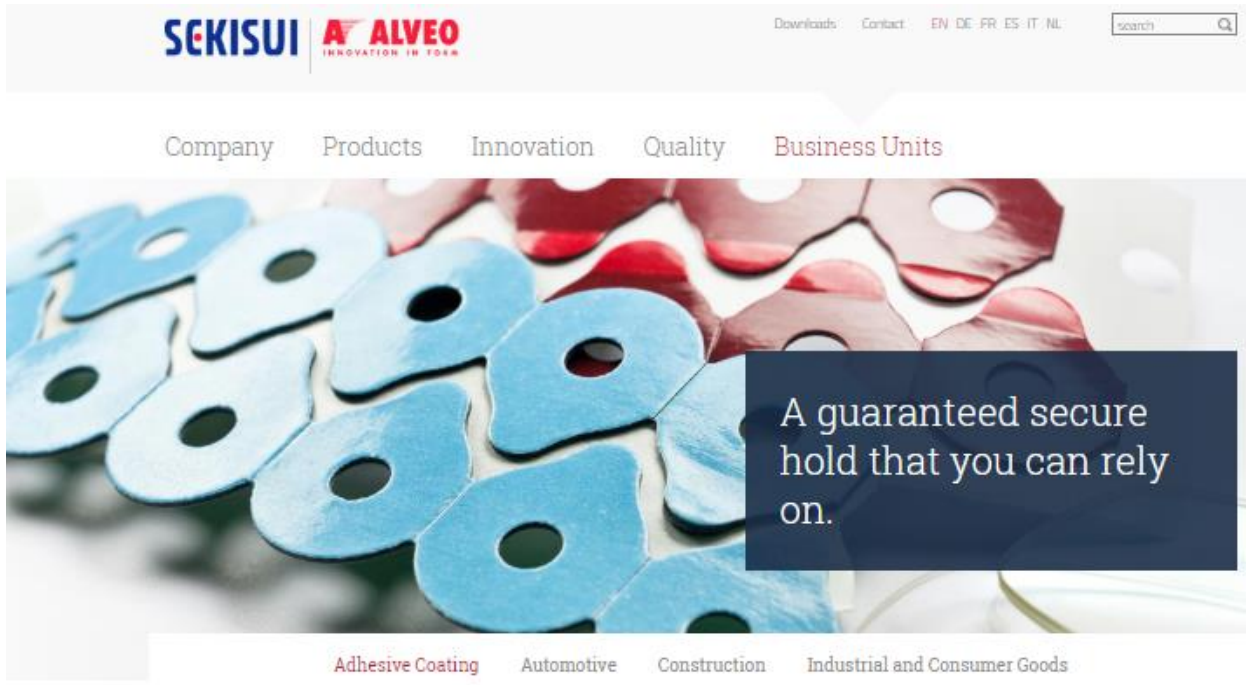
UNI EN ISO 14001:2015



CERTIFIED ENVIRONMENTAL
MANAGEMENT SYSTEM



Member of Afera Logo-Link



Adhesive Coating

The high-quality polyolefin foams from Sekisui Alveo have proven themselves to be excellent carrier materials for specialty adhesive tapes. Thanks to their flexibility and conformability, adhesive tapes made from Sekisui Alveo foams are ideal for uneven surfaces and contours. These properties cannot be achieved in adhesive tapes with film, paper or textile carriers. Special Sekisui Alveo foam types are available at thicknesses of 160 µm and above.

They are tailored to the requirements of the fields of construction, footwear, flexo printing, DIY and electronics, as well as to automotive, industrial and medical applications. Special surface treatments can also be applied to allow customers to achieve an optimum adhesive coating. In addition to the broad range of standard products, we also offer customer-specific developments.

- Properties and benefits
- Adhesive-friendly foam
 - Very narrow thickness tolerances
 - Excellent conformability
 - High skin peel strength



Afera Member Comms Contacts

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	Deputy Director	Teoman I
		Pinar Kol
		Muhamm
	Sales lead Generation Executive	Ramoji A
	Corporate Communications	Roland d
		Alicia Tis
	Product Manager Tape Business	Jean-Phi
	Marketing Communications Manager	Veroniqu
		Anja de t
	Chief Revenue Officer (CRO)	Christoph
	Communications Manager EMEA	Michaela
		Nikos Ko
		Konstanti
		Daniel He
	Marketing Communications Manager Europe	Ilse Van c
	General Press Contact	
	Medienlogistik	Sabine K
	Marketing Manager	Fiorenza
	Marketing Clerk	Laura Pe
	Vice President	Hellen Liu
	Resposabile tecnico / LAB	Romeo R
	International Sales Manager Non-Roofing	Niels Jan
	Quality Manager / Industrial Engineer	Burcu B.
	Vice President	Aggie Lo
	Director Comercial, Sales Manager	Iñaki Arri
	Social Media	Laura Zei
	Business Development Manager	Christian
	Central Communications & Marketing	Dr. Veror
	Marketing Communications Manager, Dow Packaging & Sp	Uta Únal
	Business Unit Manager Adhesives	Loïc Mou
	Business Support Specialist	Shannon
	Marketing Manager	Ismail Ha
	CEO	Gianluca

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- 9. Preparation of General Assembly 2018 presentation on activities, results of MKC** All
- 10. Other matters** (please submit prior to the meeting) All
- 11. Next meeting, closing** Jacques