

# Afera Marketing Committee (MKC) Meeting Minutes

Date: 2 February 2016

Time: 13.00 – 16.30

Venue: DoubleTree by Hilton  
Hotel, Amsterdam, The  
Netherlands

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Present: Michael Punter (Afera MKC Chairman, Parafix Tapes & Conversions Ltd.)  
Sharon Boyle (Advance Tapes International Ltd.)  
Aris Venetis (Atlas Tapes SA)  
Alberto Loro Lamia (The Dow Chemical Company)  
Annegret Lange (Evonik Industries AG)  
Evert Smit (Afera TC Chairman, Lohmann GmbH)  
Stefan Meirsman (Nitto Europe N.V.)  
Suresh Subramanian (Organik Kimya SAN. Ve TIC. A.Ş.)  
Louise Vincent (Parafix Tapes & Conversions Ltd.)  
Carles Andreu (tesa Western Europe B.V.)  
Matthias von Schwerdtner (tesa SE)  
Bert van Loon (Independent Strategist), guest  
Astrid Lejeune (Afera Secretary-General, Lejeune Association Management)  
Bathsheba Fulton (Afera Editor)

Excused: Ryan Miller (3M Europe)  
Stefan Neuner (Neenah Gessner)  
Jean-Philippe Ponté (Ahlstrom)  
Klas Zetterman (ITW PSA & Components Group)

Chairman: M. Punter  
Secretary: A. Lejeune  
Date of Next Meeting: Wednesday, 5 October 2016 (9.00-12.30) at the SIDE Hotel Hamburg, Germany, before the Annual Conference. Lunch will be included.

## Agenda

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1. Opening/Agenda/Competition Law Compliance
2. Minutes and Actions of Meeting of 6 October 2015
3. Update on Creative Concept for "Ideas that Stick" Initiative
4. Afera Annual Conference 4-7 October 2016
5. Afera Media Tools
6. Other Matters (submitted prior to the Meeting)
7. Next Meeting, Closing.

### Note:

- Refer to the **Afera MKC Presentation 2 February 2016** 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 5 October 2016.**

## 1. Opening/Agenda/Competition Law Compliance

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- 1.1 MKC Chairman Mike Punter opened the meeting, introduced new MKC members Aris Venetis, Atlas Tapes SA, and Evert Smit, TC Chairman, who is taking over for Ralph Uenver from the same company, Lohmann. Both Joanna Wolska-Kinneging, Avery Dennison, and Anurag Yadav, Scapa, have left the MKC because as they have left their companies. Fritz Stock, tesa, has also left the MKC as he has retired from tesa.
- 1.2 Afera's Competition Law Compliance Policy was reviewed, confirmed by all present.

## 2. Minutes and Actions of Meeting of 6 October 2015

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- 2.1 The minutes were approved and signed as a true record of proceedings. Actions included in the minutes are covered in below agenda items.
- 2.2 Adequately representing commodity tape manufacturers within Afera – what can we do to get close to them?
  - See **Afera Commodity Tape Manufacturers Briefing 01052015** and **Commodity and Packaging Tape Manufacturer Report 01052015**, which were drafted in 2015, attached to these minutes.
  - Recruit more commodity tape company delegates to participate in the committees (the MKC now has Aris Venetis).
  - **Mr. Punter** will visit this topic in the Steering Committee (SC) the next day.
- 2.3 Status of FAQs page on Afera's website to cover the benefits of joining Afera:
  - [The newly created page](#) was reviewed.
  - **Louise Vincent** will determine which question was clicked on the most and report this back to the MKC.
  - The Member benefits and testimonial pages were also reviewed.
- 2.4 Status of the creation of a master converter recruitment list:
  - Ms. Lejeune only received input on converters in assigned regions from Mr. Punter, Matthias von Schwerdtner and Annegret Lange.
  - The criteria for converters are available [here](#) at afera.com. See attached

**Converter List Iberia 160129** as an example.

- The old converter list will be discarded in favour of constructing a completely new one by below-mentioned MKC members per region, each entry, if possible, with the following details **by 30 April**:
  - Converter or just a slitter? Simple distributors and slitters should be excluded
  - Company size
  - Target markets
  - Contact information of manager (including name, email address, possibly telephone #s).
- Specific assignments:
  - Germany, Austria, and Switzerland – **Matthias von Schwerdtner**
  - Nordic countries – **Klas Zetterman**
  - Benelux – **Stefan Meirsman**
  - Italy and Iberia – **Carles Andreu**
  - Iberia – (done) **Ms. Lejeune** will also check with a contact
  - Eastern Europe – Afera Pres. **Mete Konuralp, Mike Punter**
  - Central Europe – **Mike Punter**
  - France – **Carles Andreu**
  - U.K. – **Sharon Boyle** will double-check the current updated list.
- At the next Meeting, **the MKC** will then look at the total list and issue invitations to them to join the Hamburg Conference at the special member fee. The MKC will stay in touch with them, especially if they are attendees, to discuss the benefits of membership, follow up on answering their questions and gauge whether membership in Afera is interesting to them. **Ms. Lejeune, Mr. Punter and Ms. Fulton** will review and update the recruitment letter.
- Ms. Lejeune had already contacted the early updated UK converter list last summer, and 1 or 2 attended the Marseille Conference.

2.5 Progress of MKC topic-driven WGs developed according to Afera’s mission to ‘grow the pie’ for all companies in the European adhesive tape value chain:

- Membership Recruitment WG: Ms. Lejeune said that membership numbers are declining because of increasing numbers of mergers over the years. Afera needs either to review its membership structure or to make a stronger effort to recruit more members. Afera needs to define what it wants to be. This would be discussed in the SC meeting the following day.
  - Membership Satisfaction Survey (MSS)
    - [Annual Conference feedback on Afera membership](#) is available to members at [afera.com](http://afera.com) (scroll down to pg. 3).
    - The MKC approved the presented draft (*as well as the SC in their following meeting*). The MSS is currently being conducted among all willing members at <https://www.surveymonkey.com/r/AferaMembershipsurvey2016>.
- Education Awareness WG: This topic lies with the Technical Committee (TC), which discussed this in their October 2015 meeting (see corresponding slides 7-16). See [IVK’s current educational promotion activities](#) for reference. No progress has been made since then because of busy schedules and changing jobs, companies and work locations among those in the Edu-WG. The TC have decided that they need to approach institutions and universities directly

and go there themselves, using the material of the Tape College programme to hold one-day seminars. Inviting students to attend an Afera technical event does not work.

- Ms. Lejeune discussed with Mr. Smit and Reinhard Storbeck (TC) creating a 2-pg. flyer on the Tape College and visiting schools in Brussels to promote the event with an entrance fee of €50 for students. An attendance of 5 students would be considered good.
  - **Mr. Punter**, who will soon end his term as MKC chairman, will join the TC Edu-WG, which includes Mr. Smit, Kelly Anderson (3M), Martijn Verhagen (Lohmann), Reinhard Storbeck (tesa), Donald Pinxten (Nitto), and Jean-Loup Masson (Novacel). **Any other MKC members interested in joining the TC's Edu-WG** should [contact Mr. Smit](#).
  - *At the SC meeting the following day, it was decided that Mr. Punter will contact the UK's institute of engineers to ask about the form that the basis curriculum for undergraduates should take. Afera will then have the curriculum written up by an industry expert such as a high-level member company trainer or retiree, using "Why Tape?" and information from other member company websites, so that we have a syllabus to work with when contacting European institutions and universities.*
- Website Management WG: See item 3.1.
  - Social media programme status report: See item 3.2.
  - General communications: Ongoing.
  - Annual Conference: See item 4.

### **3. Update on Creative Concept for "Ideas that Stick" Initiative**

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3.1 Website management – SEO work, content, image database, goal, next steps: See slides 19-27.

- Sharon Boyle updated the MKC on the WG's significant progress in developing and measuring afera.com, which is moving from the structural polishing stage to the SEO/targeted user/metrics stage.
- Mr. Punter emphasised, and the rest of the MKC agreed, that this is an example of a WG which works with efficiency and produces tangible results.
- **The Web MGMT WG** will notify the MKC periodically of specific parts of the website to review.

3.2 Update and summary of activities and results, next steps:

- Re: Afera's online marketing strategy going forward: See attached **Afera Marcom Strategy Overview v20160201v01**. Note that the communications channels for the industry and educational scopes have not been decided upon yet. LinkedIn may be considered at this stage if members can be relied on to provide active support of Afera's content through their personal profiles/accounts.
- To drive our audiences to read our content, Afera will continue to develop the social media plan, which targets end users (designers and engineers) with the "Why tape?" question emphasising the benefits of adhesive tape over

other mediums, and our own members with Afera news, events and benefits, raising the profile of the Assoc. and MKC. **The Web MGMT WG** will draft a social media content calendar covering the two target audiences by the end of March and review it every 8-12 weeks. It will list what industry, theme, application or feature the Web MGMT WG would like covered. **All MKC members** should then volunteer to own and provide content for various items listed in the calendar. Content should undergo a common sense review by the Web MGMT WG and an accuracy review by the TC.

- As the Website MGMT WG has lost Anurag Yadav (Scapa) as a member, **Ms. Lejeune** is attempting with difficulty to recruit Karen Olson from the same company. **Mr. Smit** and **Mr. von Schwerdtner** will check with their companies to see if they have any interested candidates.

#### **4. Afera Annual Conference 4-7 October 2016**

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##### 4.1 Review/consideration of comments on Marseille Conference:

- [Official feedback](#), which is available at [afera.com](http://afera.com), was confirmed by the MKC to be relatively high at an average of ~3.8. The MKC established a goal of reaching ~4.8 for the Hamburg event.

##### 4.2 Outcome of brief survey on prioritised conference topics and theme:

- Ms. Lejeune reviewed the results of the online survey conducted among the MKC a few days before (see slides 29-30).
- The MKC agreed upon the following theme for the Hamburg Conference: "The speed of change".
- The following topics were set to make up the working programme of the Hamburg Conference:

###### 1. Future growth trends

- Looking back from the future: what is the change and what is driving it?
- Unlimited potential
- Make this a keynote speech, setting the standard for the Conference.

Owners/organisers: **Mr. von Schwerdtner, Mr. Andreu**

###### 2. Innovation and technical advancements

- Freedom of design: A designer? E.g. the request from the Portuguese company producing wood accessories for smartphones and gadgets
- Wearable electronics
- Innovation in packaging: what is driving packaging?
- Design challenges for the packaging industry: packaging producers have greater needs although quantities have diminished.

Owners/organisers: **Ms. Lejeune** (ECMA), **Mr. Subramanian**

###### 3. Customer forums and social media

- Customer dialogue in a changing world: how do we communicate with customers?
- Back from the future (2020): how will we communicate in 5 years?

- What is our vision and how can we realise it by communicating through social media
- Look at changes Afera has made through its social media initiative.

Owners/organisers: **Mr. Punter/Ms. Vincent, Mr. Van Loon**

4. Replacing mechanical fastening

Owner/organiser: **Mr. Punter**

5. Aerospace/Airbus

- Where they get their designs from
- People who make the materials which go into their products.

Owners/organisers: **Mr. von Schwerdtner, Mr. Andreu**

6. Value chain challenges as discussed by alternative COIs or experts  
(longer time block)

- Paper from each of the 5 components of the players in the adhesive tape value chain
- Talk from this group of 5 about what we want from each other
- E.g. a COI thinks, "We respect each other's position, and we are only as strong as the weakest link; how can we help each other?"

Owners/organisers: **Mr. Punter, Mr. von Schwerdtner, Ms. Lejeune**

7. Regulatory environment in the tape industry

- Opportunities and threats
- Marketing approach: How can we use it positively in our industry, to help us?

Owner/organiser: **Mr. Smit**

8. Market data and trends

- Perhaps use a market trend presentation given at the CATIA Technical Conference 2016 in May
- Otherwise recruit a member company with the latest Freedonia study to present the highlights.

Owners/organisers: **Mr. Smit, Ms. Lejeune**

9. Raw materials trends in relation to change

- Supply chain challenges
- Relate it to regulatory changes
- Could link to debate among value chain COIs/experts
- How will the industry respond to changes, trends and challenges?
- BASF, Eastman, Henkel?

Owner/organiser: **Mr. Smit**

10. Machine suppliers

- Make sure to appeal to commodity tape manufacturers
- Focus on efficiency, lowering costs
- E.g. Laser cutting, in-line slitting with laser at the same time.

Owner/organiser: **Mr. Punter**

## 5. Afera Media Tools

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- 5.1 Afera digital newsletters – feedback from MKC members:
  - MKC briefly indicated that they were satisfied with the current newsletter, especially with the quality and amount of news.
- 5.2 Advertising and sponsorship opportunities – esp. member logo on afera.com:
  - **Ms. Fulton** is following up on all member companies who have not published the Afera logo link on their websites.

## 6. Other Matters (submitted prior to the Meeting)

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- 6.1 No other matters were discussed.

## 7. Next Meeting, Closing

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- 7.1 Next Afera MKC Meeting will take place on **Wednesday, 5 October 2016 (9.00-12.30)** at the **SIDE Hotel Hamburg, Germany**, before the Annual Conference. Lunch will be included.
- 7.2 The Chairman closed the Meeting.

**Astrid Lejeune**  
**The Hague, 22 February 2016**

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### **Disclaimer**

*Afera operates within the regulatory framework of competition law as set out by the European Union and national legal systems and respects all rules thereof. Afera actively raises awareness about competition law among its Members and encourages its Members to comply with these rules. The purpose of discussions within Afera is to identify general trends and market developments without identifying individual company data. Afera does not accept responsibility or liability for any type of restrictive agreements concluded by its individual Members during Afera Meetings or within the context of Afera events, in spite of the aforementioned precautionary measures.*

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