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**Marketing Committee
6 October 2015
14.00 – 18.30 hrs.
Intercontinental Marseille
Hotel Dieu
*Salon Belles Ecuelles***

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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AGENDA

1. Competition law/opening/agenda
2. Minutes & actions 3 February 2015
3. Update on creative concept for 'ideas that stick' initiative
4. Afera marketing committee as review board
5. Afera media tools
6. Preparation GA slides on activities, results of our committee (2015 report, 2016 outlook)
7. Other matters
8. Next meeting, closing

- 2.1 Converter input (update on any issues raised by converters) – *additional converter info published at afera.com* KZ
- 2.2 Progress of MKC topic-driven WG’s developed according to Afera’s mission to ‘grow the pie’ for all companies in the European adhesive tape value chain:
 - Social media programme (*status report under Agenda item 3*)
 - Website management – *SEO work, content, image database, goals* SB
 - Education awareness – *topic on TC agenda the following day, SNCP conference presentation*
 - Membership recruitment – *MKC input into database of potential members; membership satisfaction survey 2015* AL
 - General communications – *ongoing*
 - Annual conference - *involvement of commodity tape producers in Afera’s activities (report); advertising to/recruiting participants for Conf., TS, and TC; possible purchase of market data and trends report (Freedonia) in 2016.*

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**Update Report
October 2015**

**Website Management
working group**

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Contents

- Working group members
- Actions completed since the last meeting
- Measures
- What next?
- What do we need from you?

Working group members

- Astrid Lejeune AFERA
- Bathsheba Fulton AFERA
- Sharon Boyle Advance Tapes
- Louise Vincent Parafix
- Anurag Yadav Scapa

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Actions completed since the last meeting

- The website sub-group has met three times since the last marketing committee meeting
- At the first meeting we reviewed the quotes from the SEO companies
- The decision was taken to employ the services of Louise Vincent (Parafix) to complete some of the detailed work before engaging an SEO provider

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Actions completed since the last meeting

- The brief for Louise was as follows:
 - To complete a key word analysis
 - To focus on the following 4 pages:
 - Home Page
 - About AFERA
 - Why Tape?
 - Find a Member
 - To review all the inbound links and referrals and remove the “dodgy” referrals
 - To track the monthly results via Google Analytics
 - All of the above has been completed and so we are now ready to consider an SEO provider

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Actions completed since the last meeting

- The sub-group has also worked on the following:
 - Commenced the creation of an applications/product image database for use on the website
 - Reviewed all the AFERA domain names and made recommendations on which ones to purchase
 - Outlined and begun the key actions to complete with regards to content with a focus on the following pages:
 - Why Tape?
 - About AFERA
 - Find a Member
 - Technical Centre
 - News

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AFERAMKCA

Measures

- At present we are measuring:
 - Visits 2015
 - New visitors % 2015
 - Page views 2015
 - Pages / visit 2015
 - Average time on page 2015
 - Average session duration 2015
 - Bounce rate % 2015
 - Visits to member directory 2015
 - Banner clicks 2015
- So far the results are very similar to the results we have seen over the last 2 years

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Measures

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
|----------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Visits 2015 | 2,500 | 2,189 | 2,647 | 2,472 | 2,331 | 2,588 | 2,644 | 2512 | 2,545 |
| New visitors % 2015 | 80.60% | 75.70% | 78.00% | 78.00% | 75.63% | 76.90% | 77.30% | 77.50% | 76.39% |
| Page views 2015 | 6,147 | 6,616 | 7,376 | 5,794 | 5,101 | 5,590 | 5,667 | 5239 | 5,922 |
| Pages / visit 2015 | 2.46 | 3.02 | 2.79 | 2.34 | 2.19 | 2.16 | 2.14 | 2.09 | 2.33 |
| Average time on page 2015 | 00:01:33 | 00:01:32 | 00:01:38 | 00:01:40 | 00:01:37 | 00:01:51 | 00:01:43 | 00:01:30 | 00:01:27 |
| Average session duration 2015 | 00:02:16 | 00:03:07 | 00:02:55 | 00:02:14 | 00:01:57 | 00:02:10 | 00:01:59 | 00:01:38 | 00:01:55 |
| Bounce Rate % 2015 | 73.52% | 66.88% | 74.05% | 70.31% | 75.63% | 73.11% | 73.94% | 75.88% | 71.36% |
| Visits to member directory 2015 | 325 | 497 | 619 | 362 | 371 | 452 | 416 | 316 | 419 |
| Banner clicks 2015 | 54 | 57 | 40 | 46 | 36 | 109 | 76 | 72 | 104 |

A F E R A M K C

Measures

- However the keywords were updated in the summer and so it will be more meaningful to measure those specific pages going forward
- The proposal, with the help of an SEO provider, is to measure the following additional statistics:
 - Visits to “Find a member” (Member directory)
 - Clicks on “Find a member” company contacts
 - Clicks on visiting “Members only” section
 - Completions of contact form on “Contact Afera” page
 - Clicks on advertising
 - Downloads
 - Visits to website through email campaigns
 - Email entries in Afera’s newsletter subscription sidebar.

One good statistic to note!

The screenshot shows a Google search for "afera" with approximately 7,790,000 results. A green oval highlights the first search result, "Afera: Home", which includes the URL "www.afera.com/" and a brief description of the organization. Other results include "About - Afera - Afera", "Afera.bg", "Klub Afera - Facebook", and "Afera Pub Krakow | Poland - Local Life".

Google search results for "afera":

- Afera: Home**
www.afera.com/
The European adhesive tape industry network. Educating and inspiring product engineering and design innovation using adhesive tapes. Industry news.
- About - Afera - Afera**
www.afera.com/about-afera/
Afera is the European Adhesive Tape Association, a not-for-profit trade association representing the interests of the best-in-class businesses and organisations ...
- Afera.bg**
afera.bg/ Translate this page
РОТОР2. ГЕРБ СТРОИ И ОТКРИВА И ... ПЛАВАТЕЛНИ КАНАЛИИ ДА БЛАГОДАРИМ НА ГРЕБЕЦА ОТ СЕЛО БАНКЯ - ЛУТ1. КОЙ УШИ БАЙРЯКА И НА ...
Скандално - Цру готви нов бг-премиер ... - Как държавата покри ... - Мишена
- Klub Afera - Facebook**
<https://www.facebook.com/klubafera>
Thu 10 PM - Klub Afera - Kraków, Poland ... Klub Afera updated their cover photo. ...
Klub Afera added 37 new photos to the album: Sobota 2015.09.19 — with ...
- Afera Pub Krakow | Poland - Local Life**
www.local-life.com Krakow Pubs
★★★★★ Rating: 65% - 11 votes
Pounding beats, a party crowd and plenty of potent cocktails, Afera has all the ingredients for a naughty night out. You'll find it north of the market square at

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What next?

- The current working group is prepared to continue, if approved by the Marketing Committee
- Budget approval at the Steering Committee will be needed to engage an SEO provider
- We will then need:
 - A content update plan
 - All content changes and new content uploads are to be approved by the website sub-group
 - A social media plan

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Budget proposal

One-off

Set up required goals/events (2.5 hours)

Fix errors in Webmaster Tools (3 hours)

Keyword research and title/meta description creation (10 hours)

Link review (3 hours)

Ongoing strategy (1.5 hours)

20 hours = €1360 - €2040

Monthly

Report on site performance (0.5 hours)

Report on keyword performance (1 hours)

Report on optimisation recommendations (2 hours)

Link development recommendations (0.5 hours)

4 hours = €300 - €408

Total (year): €4960 - €6936

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What do we need from you?

- Approval to continue as a working group
- Images to add to the database for the website
- Follow up that each individual member has a link to the AFERA website
- Feedback

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Thank you for your time

AFERA Website Management Working Group

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Membership recruitment – MKC input into database of potential members, membership satisfaction survey 2015

Highlights survey results 2012

- Participated: 112 members, 15 former members and a number of potential members (June '12)
- Aim: update its industry information to ensure Afera's strategies are aligned with its members' needs and to support the drive to recruit new members;
- Respondents gave Afera high marks (7-8 out of 10)
- Responses were inline with MKC discussions on membership value
- Afera will maintain and improve focus on member benefits, incl;
 - networking and events (rated as most highly valued)
 - synergies with other organisations
 - information sharing and member recruitment
- MKC will focus specifically on:
 - improving tape manufacturer attendance at events
 - optimising event programmes and presentations
 - planning events with national and regional counterparts
 - collecting and sharing relevant market and production data
 - forming initiatives dealing with regulatory concerns
 - improving Afera's newsletter incl adding more regularly digital issues
 - re-launching afera.com
 - forging contacts with European universities in order to encourage the incorporation of adhesive tape topics into their curricula
 - raising membership recruitment levels
 - developing a quality-label programme, such as that of the PSTC's Responsible Tape Manufacturer (RTM) Programme <http://www.pstc.org/i4a/pages/index.cfm?pageid=4441>

- General communications – *ongoing*
- Annual conference - *involvement of commodity tape producers in Afera's activities (report); advertising to/recruiting participants for Conf., TS, and TC; possible purchase of market data and trends report (Freedonia) in 2016.*

See document sent upfront on '**Reaching Marginalised/Commodity/Packaging/SME Italian Tape Manufacturers Project**

Reaching Marginalised/Commodity/Packaging/SME Italian Tape Manufacturers Project

- What:** Initiative to determine why certain Members, non-Members, interest groups, and industry/geographical categories are not visibly interested in or participating in Afera
- Why:** Understand how Afera can actively evolve to reach Members and potential Members and to serve the European adhesive tape industry more effectively
- How:** Through phone conferences held by Bathsheba Fulton with 5 leading tape manufacturing industry contacts
- Who:** Matteo Pellegrini, PPM Industries (I)
 Johann Amoser, Monta (D)
 Marco Zucchiatti, Sicad (I)
 Lucio Trincia, NAR (I)
 Eric Pass, Nitto Europe (B)
- When:** During April 2015

Summary: Different from multinational companies, commodity and packaging tape manufacturers, especially Italian ones, are often SME family-owned businesses which work extremely hard for relatively small profit margins, with an intense focus on daily challenges involving raw materials, pricing, overcapacities, and marketing strategies. Networking and information are the

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3. Update on Creative Concept for “Ideas that Stick” Initiative

BvL

3.1. Update and summary of activities and results

3.2. Next actions, way forward

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Update
Afera Social Media initiative

6 October 2015

Social Reach

The screenshot shows a Twitter profile for 'Design that Sticks' (@_ProductDesign). The profile header includes the name, handle, and statistics: 265 tweets, 1,049 following, and 1,465 followers. Below the header is a 'Trends' section with various hashtags like #LaBonneRencontre and #NiallsNewGirlfriend. The main content area features a tweet from 'TheCloudNetwork' about hybrid cloud, followed by an advertisement for 'ELECTROLUBE' featuring a car and various lubricant products. At the bottom, there is a tweet from 'Twitter Ads France' about a Twitter tour in Marseille, accompanied by a map showing tour locations in Lille, Strasbourg, Nantes, Bordeaux, and Lyon.

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Social Reach

Design that Sticks (@_Prod x)

Twitter, Inc. [US] https://twitter.com/_ProductDesign

Deze pagina is geschreven in het Engels Wilt u deze laten vertalen? Nee Vertalen

Home Notifications Messages Search Twitter Tweet

Design that Sticks

Scanning the web for Next Product Design

Afera
The European Adhesive Tape Association

TWEETS 265 FOLLOWING 1,049 FOLLOWERS 1,465 FAVORITES 84 Edit profile

Design that Sticks
@_ProductDesign

Collecting and Sharing Remarkable Innovation in Product Design. By Afera, the European Adhesive Tape Association

Europe
afera.com/why-tape/desig...

9 Photos and videos

Tweets Tweets & replies Photos & videos

Pinned Tweet

Design that Sticks @_ProductDesign · Jun 29

Happy World Industrial Design Day to everyone buff.ly/1HrA2he #renewID

Who to follow · Refresh · View all

- Design Library AU @Design... Follow
- Chantal Boëtte @Boette62 Follow
- Daniela @danielafogazzi8 Follow

Find friends

Trends · Change

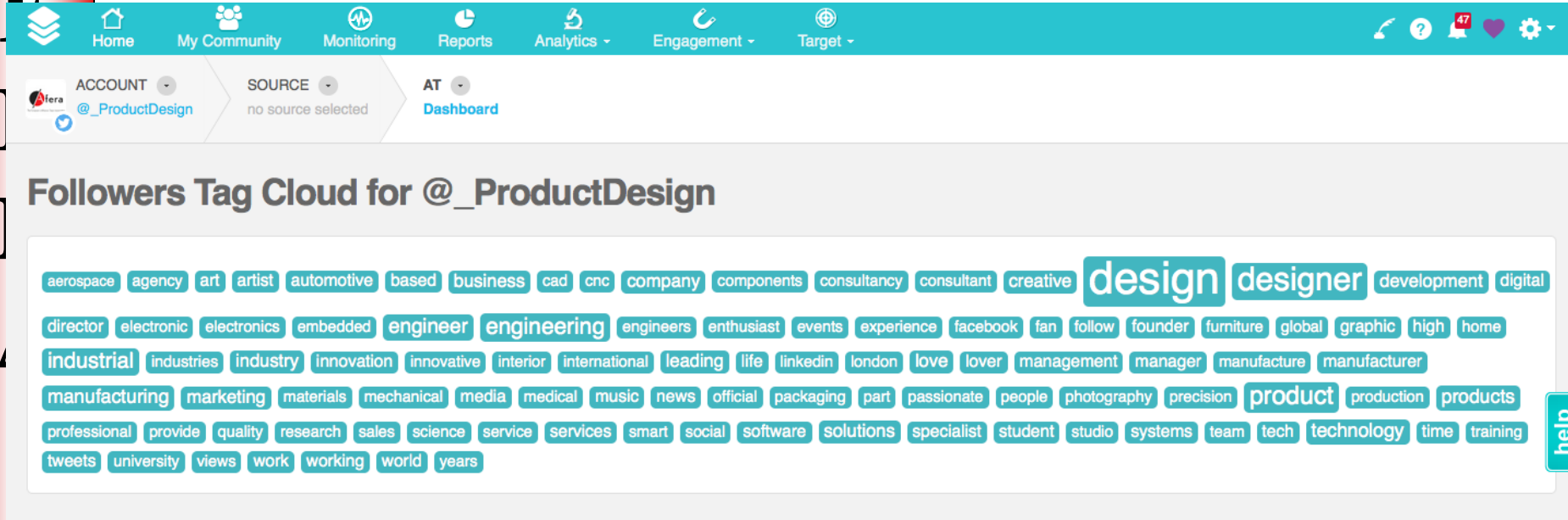
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Social Reach



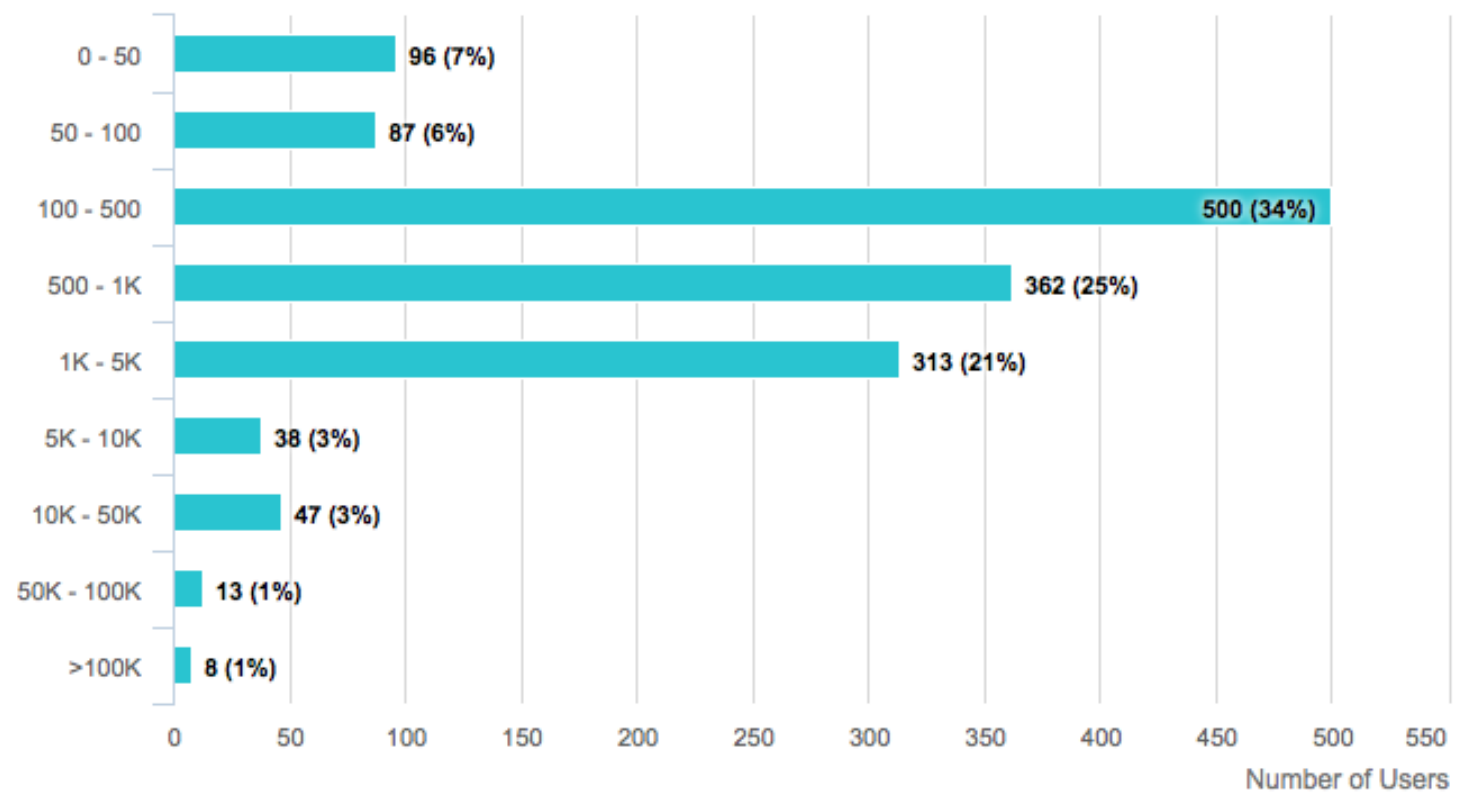
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Social Reach

FOLLOWERS



This bar graph shows the number of followers your community has, indicating your potential reach. The more followers your followers have, the more people will see your tweets if they retweet you.



Social Reach

- Audience Building on Social Media steadily growing
- Twitter subscribers today: 1,465
- Method used: aggregated/curated content + mutual following
- We could go faster, but efforts to be aligned with content availability for conversion

What we're after

- Audience Building on Social Media
 - (Building brand awareness directly)
 - Creating visibility for Afera (designer) content
- Driving visitors > Afera.com (designer) content
- Then:
 - Leading visitors to tape content
 - Leading visitors to member directory

What we're after

- Audience Building on Social Media
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Designer content

afera.com

suggestions for designer interviews are welcome, please send them to man@afera.com

Afera's most recent interviews:



Design that sticks: Jacob Nitz, Netherlands

A successful design needs to maintain this balance of simplicity and complexity



Design that sticks: Christoph Katzler, Austria

Tape is ideal for making webs, like a spider does



Design that sticks: Paul Tearse, UK

Design is part of a total package



Design that sticks: Rainer Atzliner, Austria

'I was inspired by a design exhibition in Lucerne'



Design that sticks: Gaurang Nagre, Mumbai, India

As a car designer, tape comes along with breakfast every day



Design that sticks: Wim Segers, Maaseik, Belgium

3D printing will end existing modernism

- ▶ Application success factors
- ▶ Tapes over mechanical fasteners
- ▶ Application and markets
- ▶ Sustainable solutions
- ▶ Creativity + efficiency
- ▶ Find out more



Social + Content – Engagement

 **Design that Sticks**
@_ProductDesign

"#Design is part of a total package. It's about the business need, the branding, and making it relevant" [interview] buff.ly/1MTdJml

FAVORITES
3



6:39 AM - 28 Sep 2015



Reply to @_ProductDesign

 **Design that Sticks**
@_ProductDesign

"A successful #design needs to maintain this balance of simplicity and complexity"
[@JacobNitzDesign](https://twitter.com/JacobNitzDesign) buff.ly/1OUm0X1

FAVORITES
2



11:44 AM - 24 Sep 2015



Reply to [@JacobNitzDesign](https://twitter.com/JacobNitzDesign)



Zohaib Akhlaq @ZoobiCh · Sep 24
[@_ProductDesign](https://twitter.com/_ProductDesign) The more elegant & straightforward your product design the easier it will be to attract customers.
howentrepreneur.com/how-to-design-...

[View summary](#)



The must-go-better thing

- Content Development too slow
 - Identifying + inviting + getting designers
 - Individual invites by editor in spring = 0
 - Early summer ~40 list boost > 4 interviews + 2-4 pending
- The difficult first steps > now accelerating
- Combining with focus on better interviewees (industrial design)

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“Right Direction, Better Speed”

• Today

- Topics for discussion, how to accelerate”
- Decide on provisional direction/choices
- Draft 2016 plan next 4 weeks for approval before end 2015

• **Integrating** social and content with the activities of the **website management WG**

- Basics are up and running – integration and optimisation
- Integrating action and meeting planning
- Integrated metrics, activities, budget proposal and coordination
 - Section 2 of Website Management WG Meeting Minutes

• **Increasing** focus on **content** creation

- More support for editor in finding (the right) interviewees
 - Members?
 - Other resources

• **Resources** to integrate **social** activities

- Twitter: ~1-2 hour/week; ~50-100 hrs/year / 40-60 euro bandwidth

• **Strategic support for 2016** and **operational support until structural resources available**

- BVL “on me”

“Right Direction, Better Speed”

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- BVL “on me”

4. Afera Marketing Committee as Review Board

4.1 Moderated day 1 and day 2 conference industry debates with speakers and audience BvL

4.2 Brief review of conference paper –

“The tape market: outside in & inside out, growth & opportunities.”

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What is our next frontier?



The Tape Market: Outside In & Inside Out,
Growth & Opportunities

COREY M. REARDON
AWA ALEXANDER WATSON ASSOCIATES

Agenda

- Outside In & Inside Out
- Global Tape Market/Specialty Tape Market
- Regional Growth Trends
- Market by Segment & Growth Trends
- Opportunities and Challenges

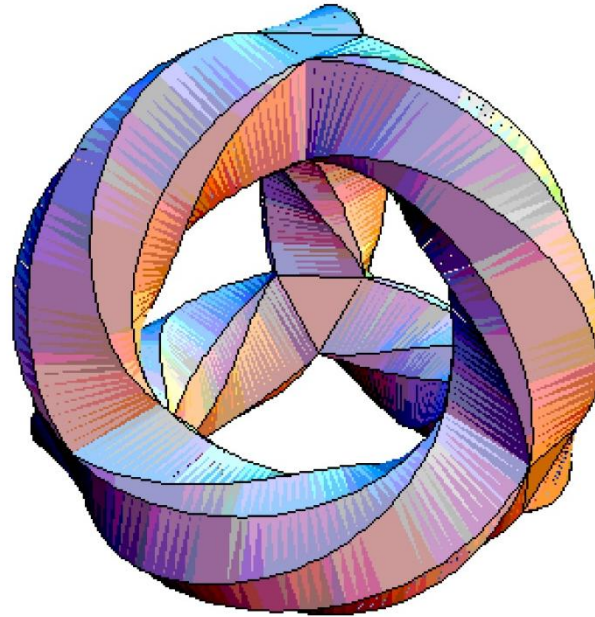
Outside In ► Inside Out

Assess the environment to identify the most advantageous way for us to win.

Leverage our purpose to fully envision and create the future we want.

ALICIA HARE

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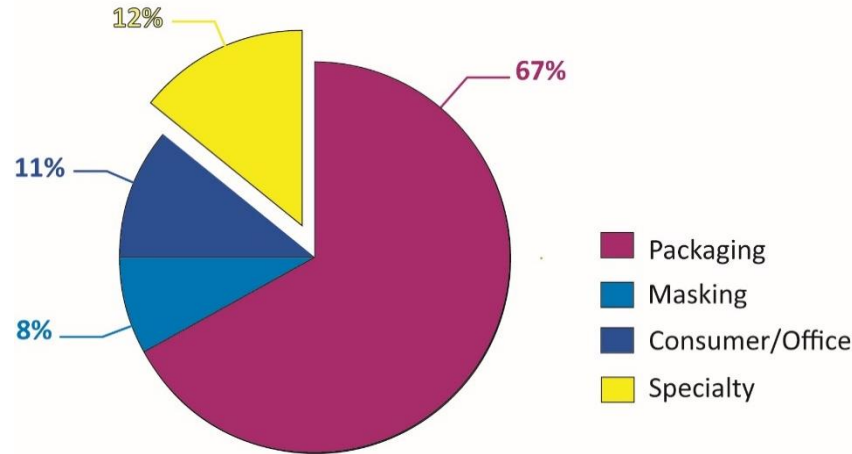
GLOBAL TAPE MARKET/ SPECIALTY TAPE MARKET

7 - 10 October 2015

Afera Annual Conference 2015

39

Global Tape Market

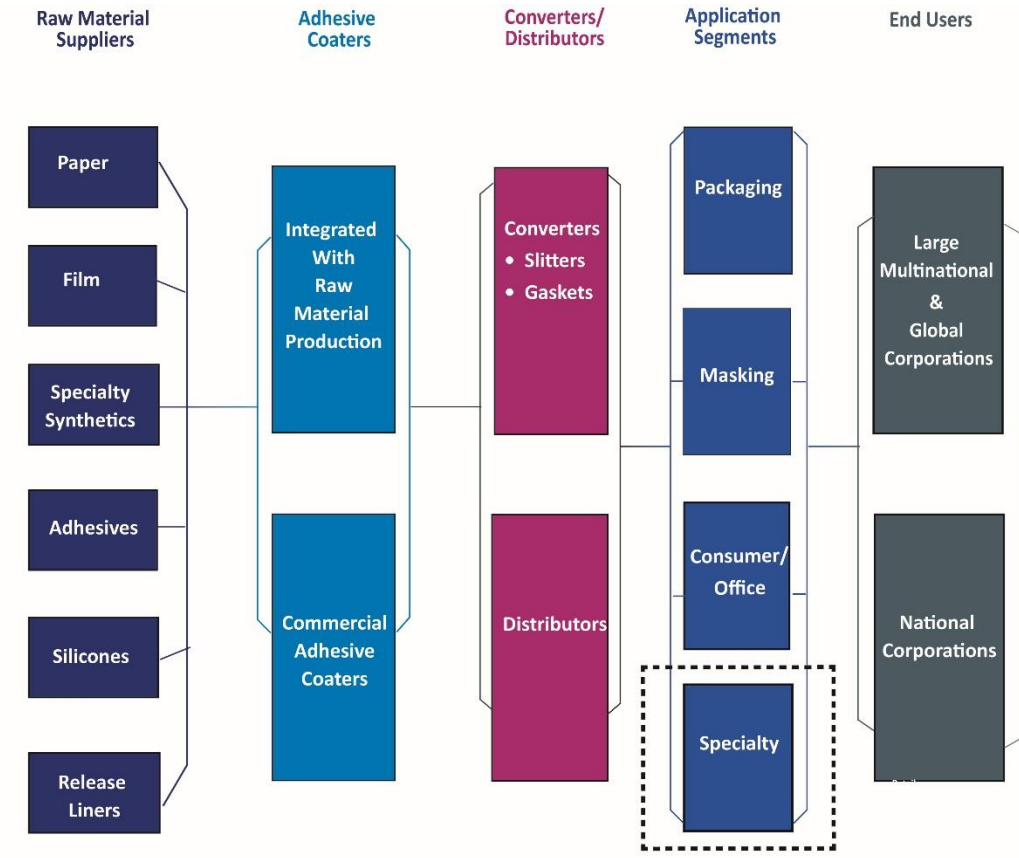


Source: AWA

Specialty Tapes:

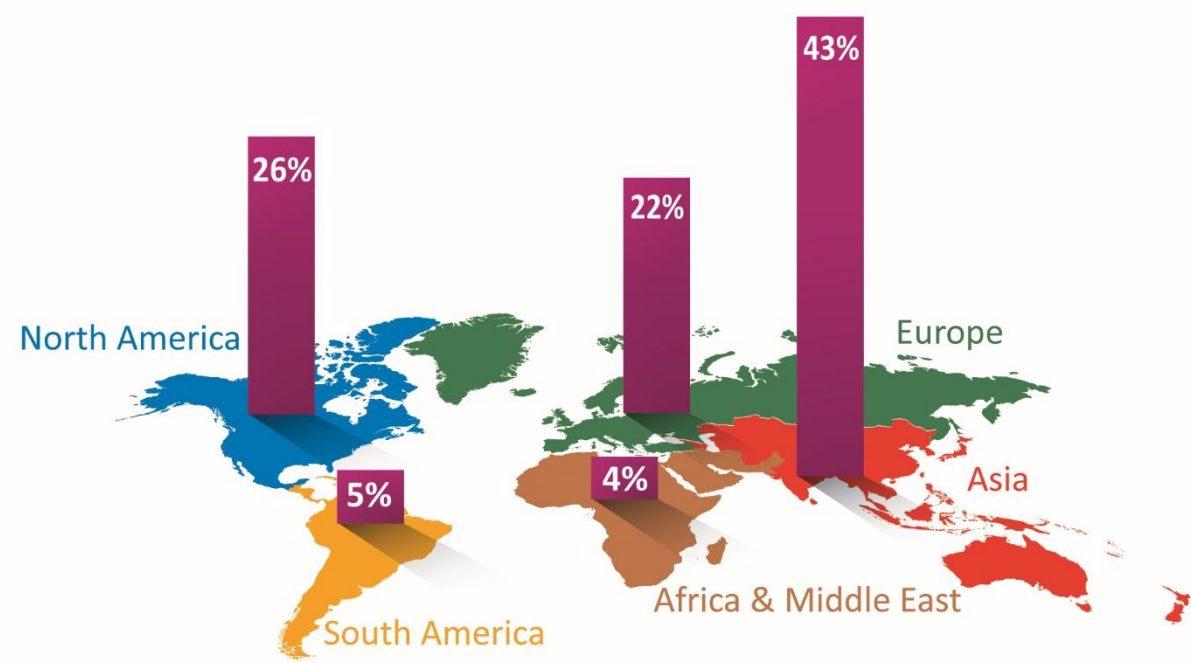
A wide range of specialized tape constructions for a wide range of applications – typically fastening, mounting, sealing, and splicing. Tape materials and adhesives are wide ranging and are selected on the basis of functional properties suited to the end use and often feature customized tape solutions

Global Tape Market



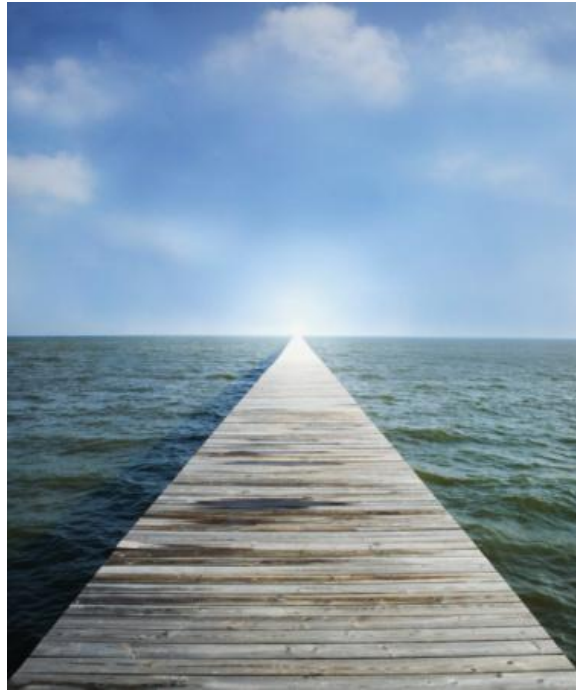
Source: AWA

Market by Region



Source: AWA

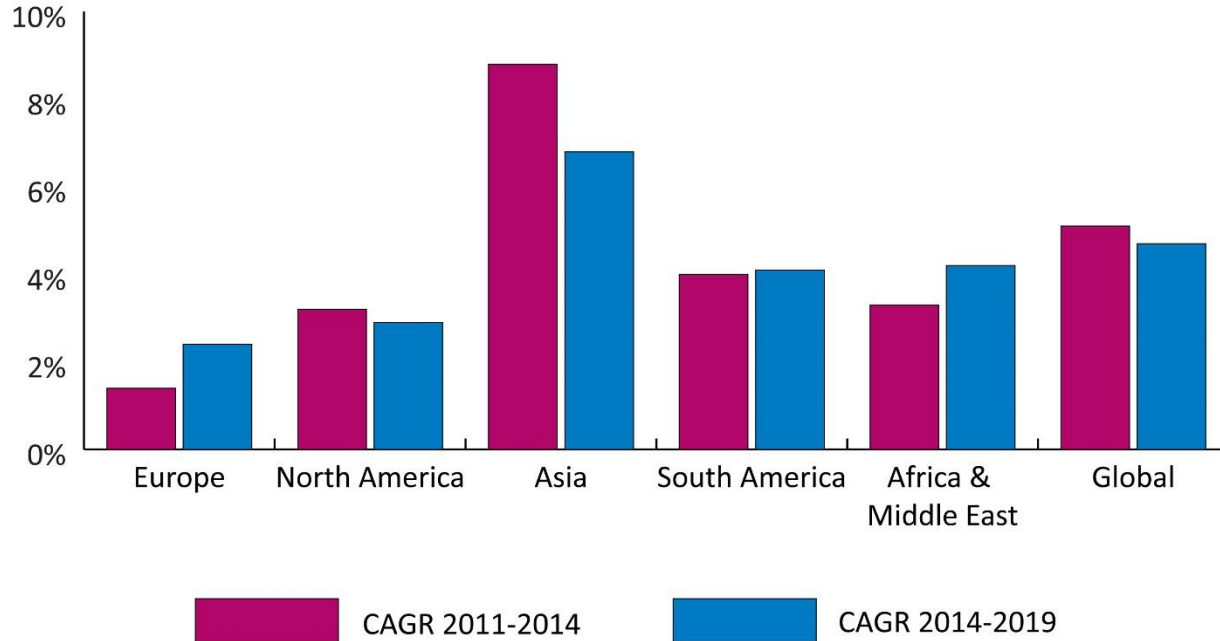
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REGIONAL GROWTH TRENDS

Regional Growth



Source: AWA

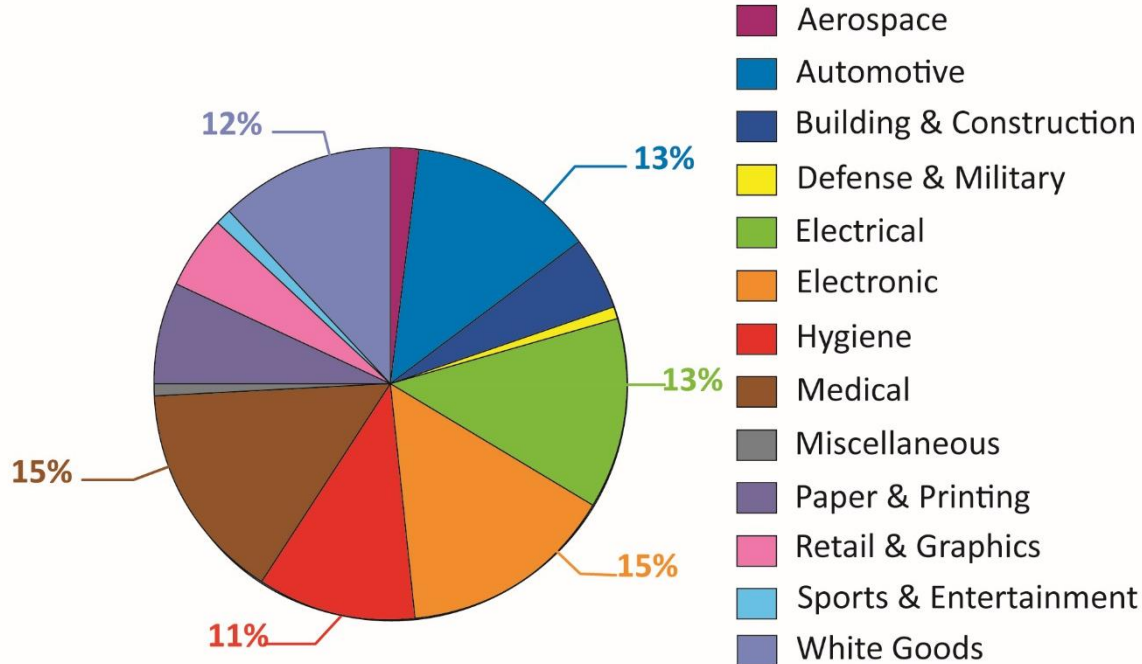
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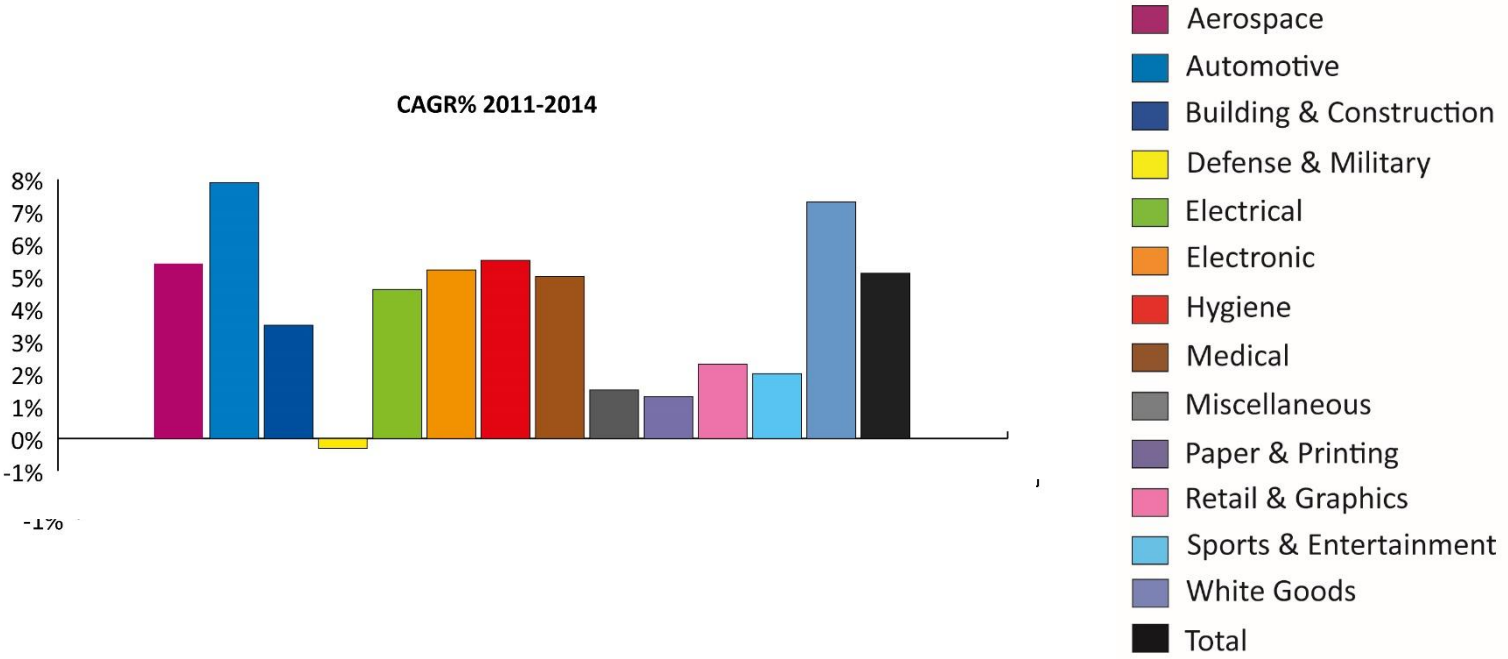
MARKET BY SEGMENT

Market by Segment



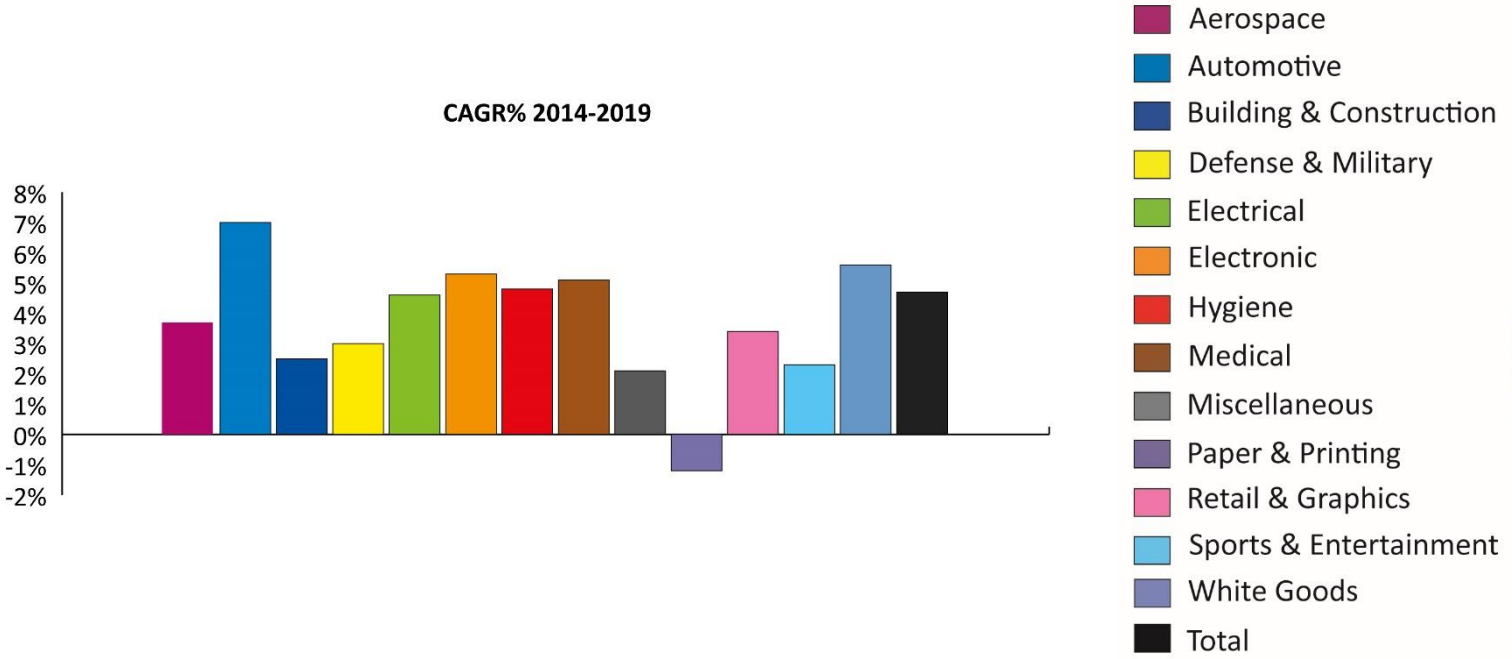
Source: AWA

Growth by Segment



Source: AWA

Growth by Segment

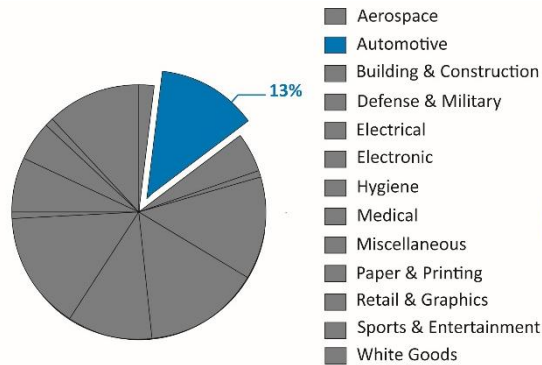


Source: AWA

Growth Drivers

- Advanced, specialty tapes offer functionalities that allow tapes to be used in areas where they were not used before.
- The functionality of new tape applications (and their growth) are driven by adhesive developments. Adhesive solutions that are formulated to deliver performance in extreme conditions; like freezing, heat or damp conditions will offer new opportunities for growth.

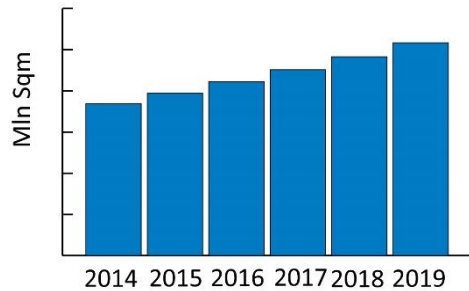
Automotive



- Asia has a 47% share of this market
- Highest growth of all segments
- CAGR 2011-2014 driven by growth in North America and Asia
- CAGR 2014-2019 driven by growth in Asia

Growth Drivers

- Growth of the automotive industry in general which is driven by:



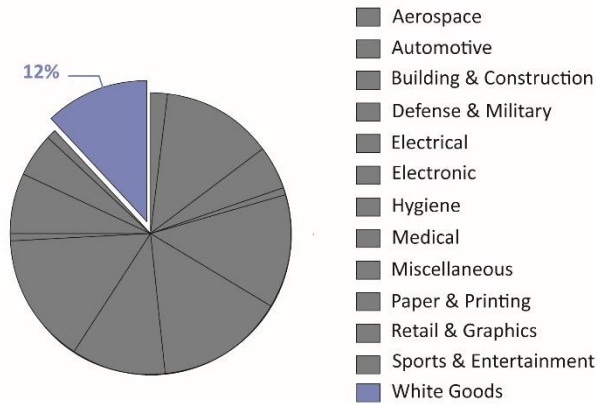
- Economic growth
- Lower fuel prices
- Low average age of cars
- New car trends

Growth Drivers

Growth in pressure-sensitive tapes:

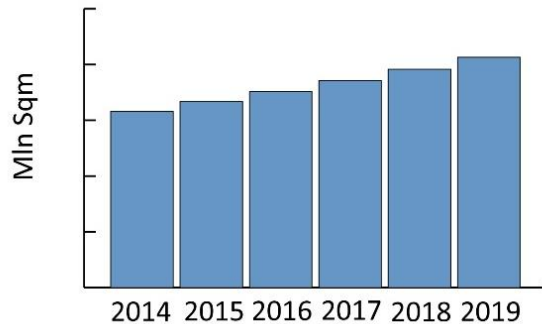
- Specialty pressure-sensitive tapes are replacing traditional methods of fastening saving time, money and weight.
- Asia, especially China is gradually moving from a position as a follower of new technologies to a technology developer. This apply especially in electronics.
- “In the future, as new functions for adhesive tapes in automotive are developed they will take over functions and tasks that are beyond the traditional role of sticking things together” (tesatape)

White Goods



- Asia has 67% of this market
- Above-average growth
- Growth is driven by the Asian market

Growth Drivers



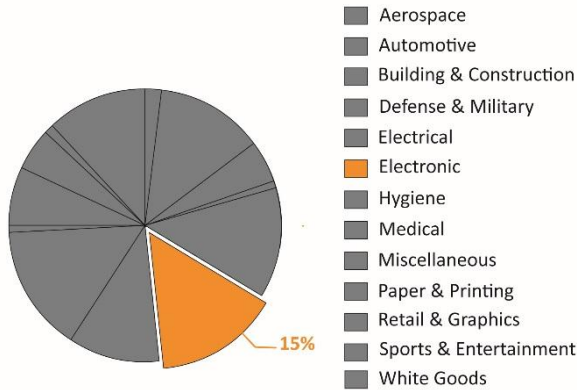
- Global market is growing with a push to design lighter, more energy efficient products.
- Internal growth in Asia is driven by increases in disposable income
- Asia is home to the leading manufacturers of white goods
- Growth is driven by both internal demand in Asia and exports to Europe and North America

Growth Drivers

Growth drivers in specialty pressure-sensitive tapes

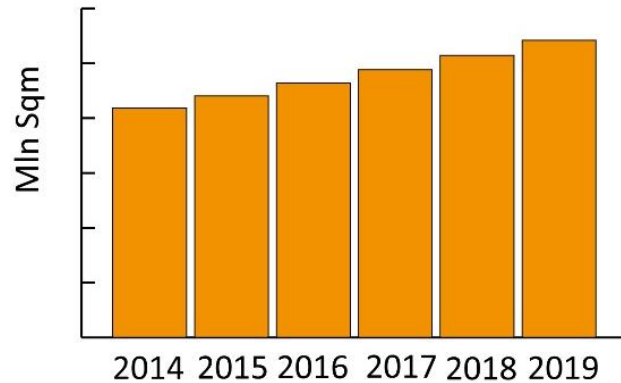
- Tapes are designed to improve the operational efficiency of white goods.
- Examples:
 - moisture control and vibration minimization
 - metal-to-glass bonding
 - aluminium shielding to help to contain heat in washer and dryer units

Electronic



- Asia has 68% of the market
- Above-average growth
- 2011-2014 CAGR driven by growth in Asia
- 2014-2019 CAGR driven by growth in Asia

Growth Drivers



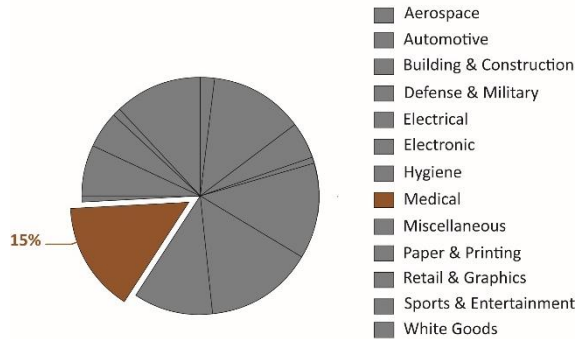
- The main driver of the electronic market is socio-economical development including growth of disposable income
- This drives the growth especially in Asia and now in South America

Growth Drivers

Growth in specialty pressure sensitive tapes

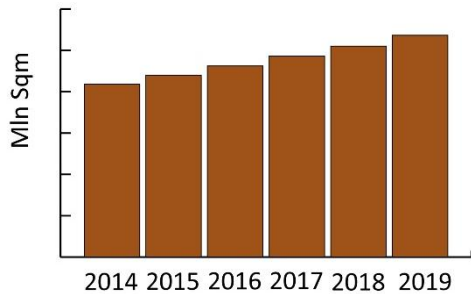
- Specialty pressure-sensitive tapes are widely used for electronic components and assembly.
- Growth opportunities are increasing. The replacement of more traditional forms of fastening and developments and innovation in tape materials and constructions provide for growth.
- Tapes used in electronic equipments are high performance tapes with heat resistant, insulation and/or weather resistant properties.

Medical



- Asia has the largest share but is closely followed by North America and Europe
- 2011-2014 growth around global average but 2014-2019 forecast higher than average

Growth Drivers



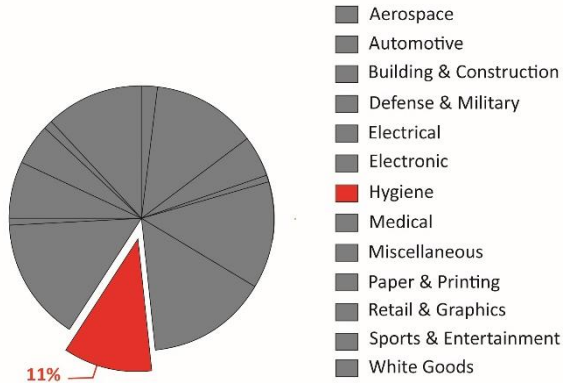
- Population growth
- Growth of disposable income
- Aging population
- Improved healthcare systems
- Growth of western welfare diseases in developing countries

Growth Drivers

Growth in specialty pressure-sensitive tapes

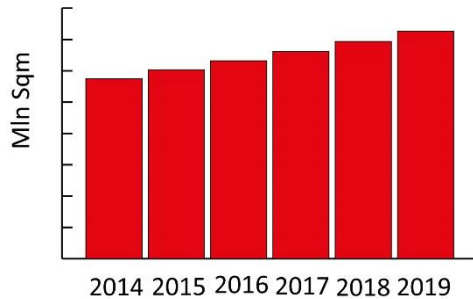
- Adhesive-based wound care products, drug delivery systems, and pressure-sensitive diagnostic tapes will continue as the fastest growing applications for specialty medical tapes.
- As new functionalities are in place new applications within the segments appear. For example for wounds: Skin-friendly Medical tapes or surgical tapes that are equipped with gel adhesive. Or heat activated diagnostic tapes.

Hygiene



- Asia is the largest market, followed by Europe
- Growth is around the global average
- Past growth driven by Asia and South America
- Future growth also driven by Africa & Middle East

Growth Drivers



- Population growth
- Penetration of hygiene products to developing countries
- Growth of disposable income
- Aging population

Growth Drivers

- Specialty tapes used within this segment become component parts within the final consumer hygiene product and are hence driven by the market demand for those products. They create closure and fastening mechanisms that are unlikely to be replaced with any other technology. Future growth therefore relies on the level of penetration of the finished disposable products within each country and its demographics.

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OPPORTUNITIES AND CHALLENGES

Global Market Trends

- **Growth of the automotive industry**
 - Economic growth
 - Lower fuel prices
 - Low average age of cars
 - New car trends
- **Construction activity in developing countries**

E.G. Brazil: Construction growth +10% and especially glass facades where specialty tapes are used

Global Market Trends

- **Building renovations in developed countries**
- **Growth in aviation**
- **The reshoring of manufacturing** back to the US and Mexico is also driving increased use of tapes in N.America
- Growth of air traffic is driving the growth of commercial **aerospace** industry.
- Main driver of the **consumer electronics** market is socio-economical development including growth of disposable income. This drives the growth especially in Asia and South America

Global Market Trends

- **Hygiene and Medical:**
 - Population growth
 - Penetration of hygiene products to developing countries
 - Growth of disposable income
 - Aging population
 - Improved healthcare systems
 - Growth of western welfare diseases in developing countries

Global Market Trends

Regional Differences of what drives the market:

- The growth of emerging markets outstrip that of developed world
- Asia will have a significant share (70%) of the market growth. The growth in Asia is especially in electronic although tapes markets is growing in all segments.
- Global middle class will expand. There will be over 1 billion additional middle class consumers in the world by the end of 2019 and 85% of those are in Asia.

Global Market Trends

Supply Chain trends:

- Supply chain volatility: Volatility of cost. Driven by concentration and fewer suppliers and natural resources shortages.
- Globalization but also specialization trigger the volatility of prices too.
- Markets are becoming more regional: tape materials are manufactured and converted regionally.

Global Market Trends

- **Adhesives:** solvents have been predicted to decline as water based and hot melt are growing. This decline has not happened yet because there are constant developments and requirements for high performance adhesives.
- We witness a certain **polarization** - on one hand price driven, low demanding applications of tapes and on the other hand high technology, demanding applications, where new adhesive and tape solutions are developed to be used where tapes have not been used before.

Opportunities & Challenges

Opportunities

- Globalization – companies looking for business outside their own region
- Technological Developments
- Continued growth in the automotive segment. Future growth is spread more evenly across the regions

Challenges

- Fluctuation of raw materials cost and shortages
- Quality (Asia)
- Cost and productivity (Europe)
- Skilled workforce

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THANK YOU

5. Afera Media Tools

- 5.1 Afera's digital newsletters – *feedback from MKC members* All
- 5.2 Afera's website (*already discussed under item 2.2*)
- 5.3 Advertising and sponsorship opportunities – *esp. member logo on afera.com.* AL

<http://www.afera.com/news/afera-digital-newsletters/>



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**Welcome to Scapa**

Scapa is a leading global manufacturer of bonding products and adhesive components for applications in the Healthcare and Industrial markets.

At Scapa, we base our approach on a deep understanding of our core markets. This understanding allows us to anticipate tomorrow's customer needs. Scapa works closely with leading global partners in its target markets, developing specialised adhesive tape bonding solutions for OEM's, distributors and consumers.

Scapa has a true global footprint, with production sites in Asia, Europe and the US. Our worldwide service and supply chain capabilities place us in an excellent position to partner with global customers.

[Find out more >>](#)

**Our Markets**

Scapa announces the launch of its new Healthcare focused website www.scapahealthcare.com

The new site has extensive content dedicated to the Healthcare market place, including information on our range of Scapa Soft-Pro® skin friendly adhesives, Bioflex® Performance Materials, and MEDIFIX Solutions™ wearable medical device fixation along with the company's broad manufacturing capabilities.

[Scapa Healthcare Website >>](#)

Current share price:
189.50p -0.50p
[Find out more >>](#)

**News****AGM Statement**

Scapa Group PLC ("Scapa"), a leading global supplier of bonding materials and solutions, is today issuing the following statement in respect of the quarter ended 30 June 2015 ahead of its Annual General Meeting to be held at 10:30am today. [Click here >>](#)

Preliminary Results 2015

Scapa Group plc, a leading global manufacturer of bonding materials and solutions, today announces its Preliminary Results for the year ended 31 March 2015. [Click here >>](#)

Year End Trading Update

Scapa Group plc (AIM: SCPA), a global supplier of bonding materials and solutions, is today providing a year end update for the twelve months ended 31 March 2015. [Click here >>](#)

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Smooth and Transparent Bonding
discover our new baseless tape

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|  By Function Adherence, Tensile Strength, etc. |  By Product Group Double-coated Adhesive Tape, Polarizing Film, Packaging Tape, etc. |

Search by Keyword

Latest IR Materials



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Procurement



Nitto Group Report



What's New Press Release

- 2015/Aug/24 **Product Announcements**
World's First Magnetic Field Orientation Controlling Neodymium Magnet
- 2015/Aug/12 **Trade Show**
Nitto Europe present at MRO Aviation week in London, UK from 13-15 October
- 2015/Jul/30 **Company News**

Member of **Afera**
The European
Adhesive Tape Association





A guaranteed secure hold that you can rely on.

Adhesive Coating Automotive Construction Industrial and Consumer Goods

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



Your contact

Applications

Downloads



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**6. Preparation of GA slides on activities, results of the MC
(2015 report and 2016 Outlook)**

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7. Other Matters

8. Closure and date next meeting

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