

Update Report October 2019

MARCOM Working Group

SMART goals 2019-2020:

- Set up a structured **content calendar** to support all communication efforts of Afera in 2019 and onwards **DONE**
 - Focus on event related content marketing
 - **BUT:** Technical (content) support is needed from Afera WGs
- 5% increase (continued) of followers on the Afera social media channels **DONE**
 - Design twitter account: **+4,2%** increase (September)
 - Afera twitter account: **+23%** increase (September)
 - LinkedIn: **+164%** (September)
- Continued increase of website traffic Afera.com **DONE**
 - Users (average per month): **+15,3%**
 - Pageviews: **+26,4%**

Activities

Statistics

Next steps

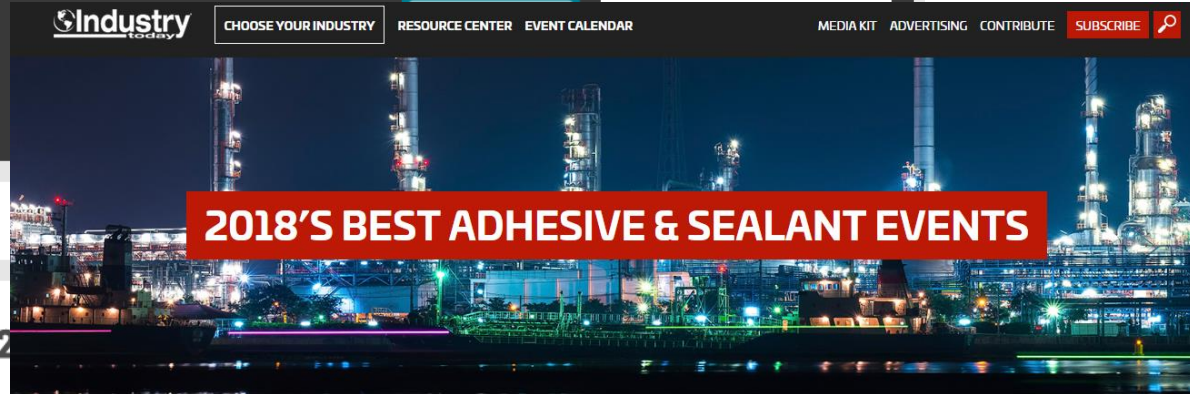


FASTENER + FIXING MAGAZINE

EXHIBITION NEWS

European adhesive tape industry 62nd launches in Lisbon

10 September 2019



3. Afera Global Adhesive Tape Summit 2018

The European Adhesive Tape Association, or Afera, held the first Global Adhesive Tape Summit this... as a unique summit that brings together companies along the Middle East, and North America.

Enter Company Help Login Register Search for Companies and News

WhatTheyThink! Market Intelligence for Printing and Publishing

- Home Industry Data Wide Format & Signage Labels & Packaging Software News Commentary & Analysis Video Webinars White Papers Reports

Featured: Special Report: Printing Outlook 2019 Production Inkjet Installation

European Adhesive Tape Industry 62nd Annual Conference Launched in Lisbon, 9-11 October 2019

Monday, September 16, 2019

Cross release from the issuing company

Europe C2 COATING & CONVERTING

- Home C2 Suppliers Directory News Trade Fairs & Events

Advertisement: Principles of Web Handling & Winding 26-28 November • Munich, Germany. Eliminate Defects • Minimize Waste Sign Up Today. SEMINARS FOR ENGINEERS

Home > News > Coating / laminating > Afera: Cueing in on the war for talent and the next-generation workforce

Afera

Cueing in on the war for talent and the next-generation workforce

13.09.2019 Afera, the European Adhesive Tape Association, announced the launch of the 62nd Annual Conference, the premier yearly event for the European tape business, taking place at the Pestana Palace Hotel in Lisbon. Along with key topics on the management agenda, the conference will also feature a series of seminars and workshops.

SHARE

✉ Email

🐦 Tweet

📌 Share

Content planning & creation

- Afera press releases and articles at afera.com and in trade media, Afera News content expansion through increased connection w/Members, Afera media list
- Cloud based content calendar in use (ready for input WGs)
- Successful post-event communication strategy for Afera Conference '18
- Creation of Afera promotional flyer
- Evaluation and optimization 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

- Set new Afera website template (mainly homepage layout)
- Member Company introductions for "Find a member" page

Website best practice: SEO

- Investigate auto-creation of meta data
- Continue SEO for Why tape? section

Website best practice: KPIs

- Continue optimisation & expanding tracking analytics
 - Further develop webpages (see cloud-based detailed WG action plan), create new content funnels
 - Ongoing to be discussed further within WG
-

Discover the adhesive tape industry,

Afera, the European adhesive tape industry network, where you can find pressure-sensitive adhesive technology for engineering and design, education, industry events, technical standards, market trends, and environmental regulations.

WHY TAPE?

Learn more about the countless functionalities and options available in adhesive tape.

[Read more](#)

MEMBER DIRECTORY

[View all](#)

18 Afera Business Seminar
JUN 18 June 2019 - to be confirmed

18 Afera Annual Congress
SEP 18 September 2019 - Malta

[View events](#)

ABOUT US

Learn more about the countless functionalities and options available in adhesive tape. Afera, the European adhesive tape industry network, where you can find pressure-sensitive adhesive technology for engineering and design, education, industry events, technical standards, market trends, and environmental regulations.

[Become a member](#)

LATEST NEWS

4 April 2019

Tesa SE posts disproportionately high growth in 2018. Positive development in all regions

Sales up 6.8%, EBIT margin at 15.7%. Double-digit growth in the business with the electronics industry. Automotive sector once again...

[Read more](#)

2 April 2019

Tesa SE posts disproportionately high growth in 2018.

Sales up 6.8%, EBIT margin at 15.7%. Double-digit growth in the business with the electronics industry. Automotive sector once again...

[Read more](#)

Latest tweets

 **Afera Adhesive Tape** @Afera_Tape
Exploring the role of structural adhesives for future automobiles [buff.ly/2WeqzQO](#)



PROUD AFERA MEMBERS

3M

NAR
self adhesive tapes

EUKALIN
SPECIAL-ADHESIVES

vonRoll



SUCCESS STORIES

Afera Launches Free Selection Tool for Fixing & Joining Methods. Offers Insight Into Consumer Electronics

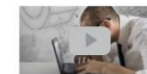
TAPE BLOG

Ever thought of making it with tape? Tablets, cars, even buildings...

WHITE PAPERS

What you don't know about tape may surprise you

VIDEO



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Social media & other activities

- Ongoing posts @_ProductDesign & @Afera_Tape account
- 5% increase (cont'd) of followers on 3 Afera social media channels (2 Twitter + 1 LinkedIn account launched in 2019, for Afera news and also more in-depth, technical content)
- Continue to increase visibility of Afera content through marketing integration plans.
- Further build database of MarCom contacts in Member Companies
- Further develop “Member of Afera” logo-links

Social media

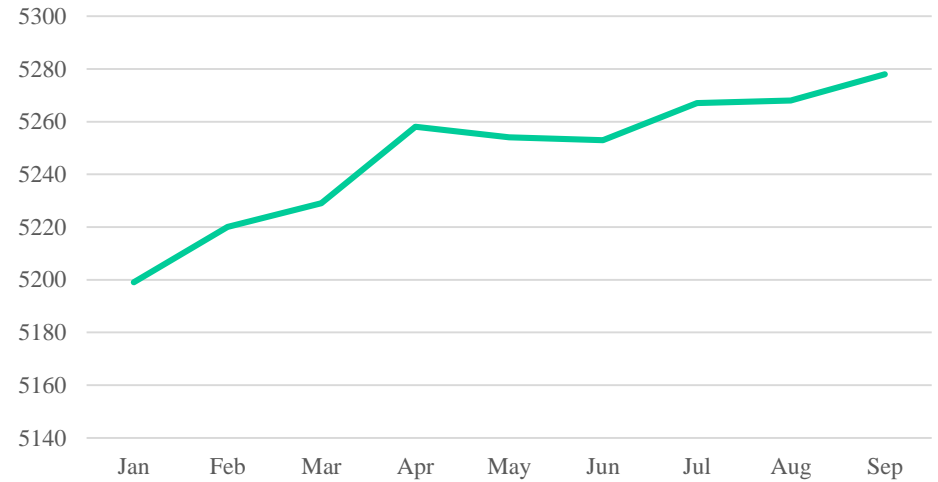


Current # followers	5278
Current # following	4100
Likes	202

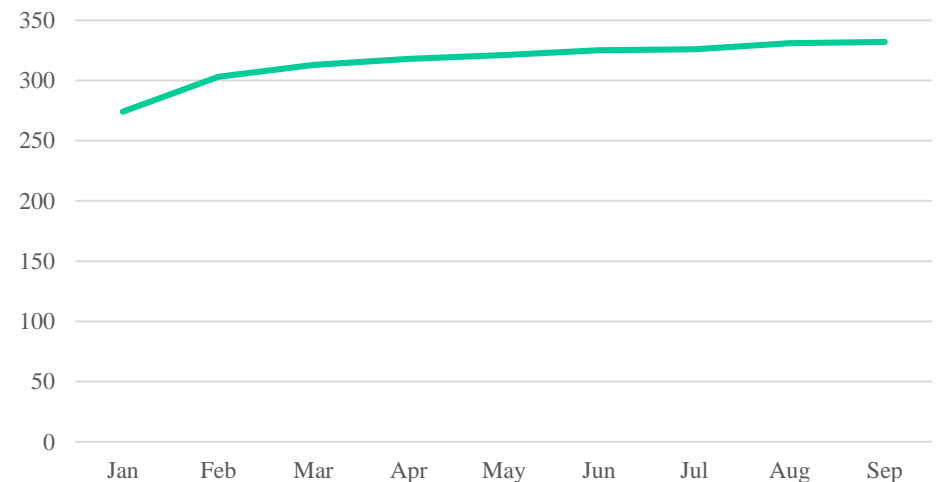


Current # followers	332
Current # following	892
Likes	13

Twitter (design) followers (end of month)

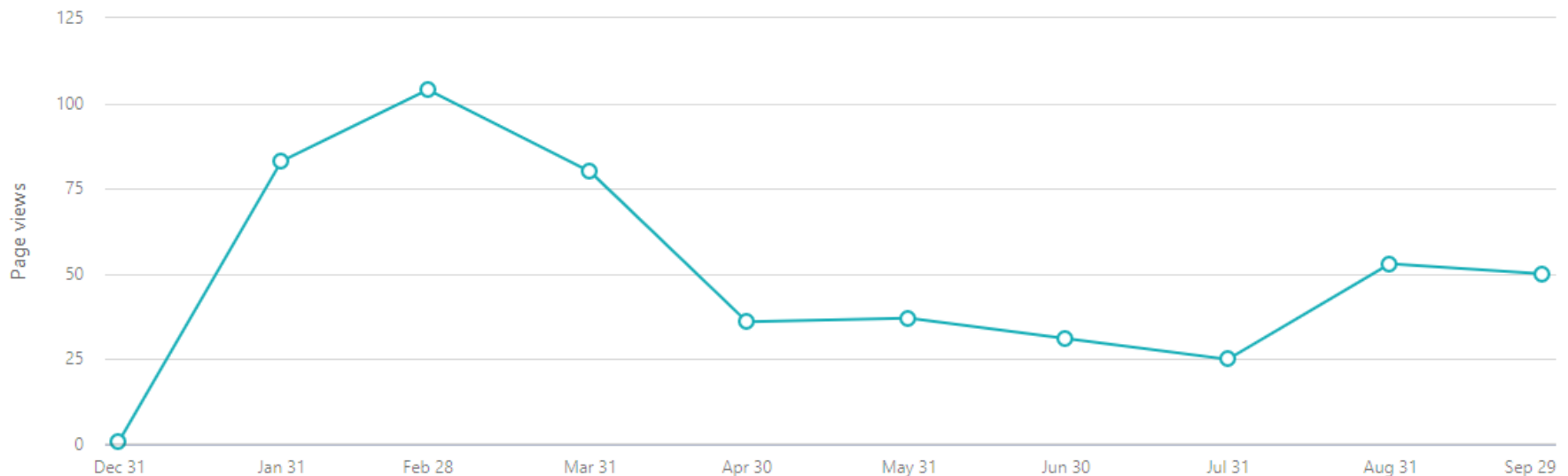


Twitter (member) followers (end of month)



LinkedIn

- From zero to 164 followers in 2019
- 37 posts
- Total impressions over 35K
- 348 clicks to Afera website
- Most activity is reported from the positions of business development and media & communications
- Pageviews nice average, spike in February due to LinkedIn campaign



Website

Comparison 2018 vs 2019

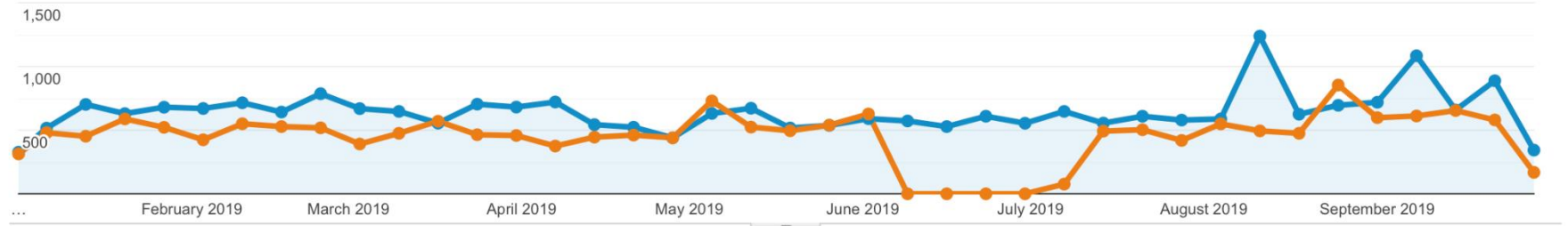
Overview

Users ▼ VS [Select a metric](#)

Hourly Day Week Month

01-Jan-2019 - 01-Oct-2019: ● Users

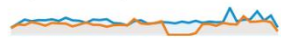
01-Jan-2018 - 01-Oct-2018: ● Users



Users

44.62%

22,507 vs 15,563



New Users

45.84%

22,071 vs 15,134



Sessions

38.41%

30,857 vs 22,294



Number of Sessions per User

-4.29%

1.37 vs 1.43



Page Views

32.50%

74,984 vs 56,591



Pages/Session

-4.27%

2.43 vs 2.54



Avg. Session Duration

-6.35%

00:02:18 vs 00:02:27



Bounce Rate

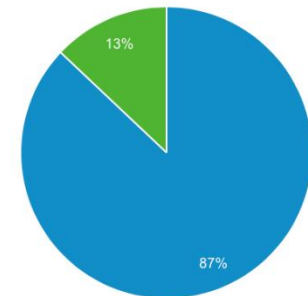
3.07%

63.61% vs 61.72%

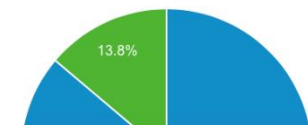


■ New Visitor ■ Returning Visitor

01-Jan-2019 - 01-Oct-2019



01-Jan-2018 - 01-Oct-2018



Website

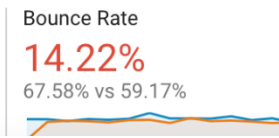
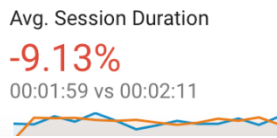
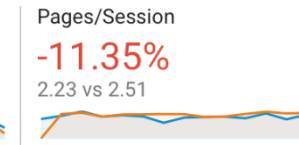
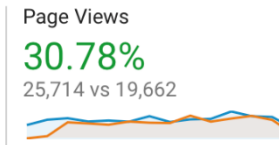
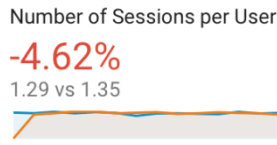
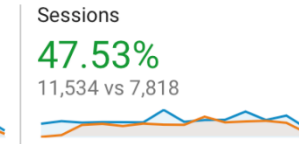
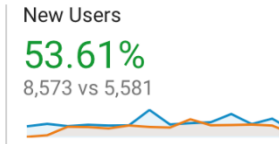
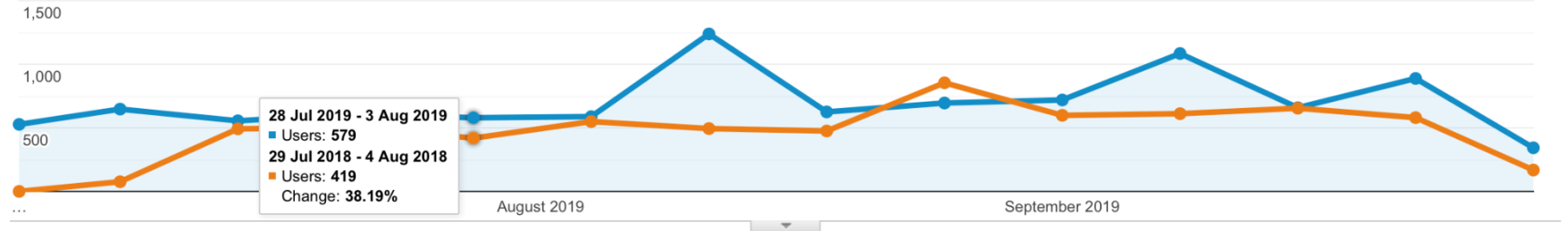
Comparison 2018 vs 2019 in Q3

Overview

Users VS Select a metric

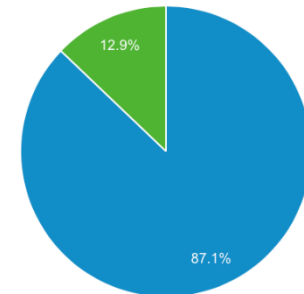
Hourly Day Week Month

01-Jul-2019 - 01-Oct-2019: ● Users
 01-Jul-2018 - 01-Oct-2018: ● Users

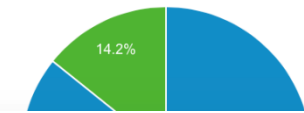


■ New Visitor ■ Returning Visitor

01-Jul-2019 - 01-Oct-2019















01-Jul-2018 - 01-Oct-2018



Website

Growth per channel

	Acquisition			Behaviour		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages/Sessi... ↓	Avg. Session Duration ↓
	54.67% ↑	53.61% ↑	47.53% ↑	14.22% ↑	11.35% ↓	9.13% ↓
1 Organic Search	40.47% ↑			8.51% ↑		
2 Direct	91.58% ↑			25.40% ↑		
3 Referral	6.67% ↓			16.28% ↓		
4 Social	177.42% ↑			14.98% ↑		
5 Email	100.00% ↑			0.00%		
6 (Other)	100.00% ↓			0.00%		

To see all 6 Channels click [here](#).

Website

Top content

Page Views

25,714



Unique Page Views

20,669



Avg. Time on Page

00:01:36



Bounce Rate

67.58%



% Exit

44.73%



Site Content

Page

Page Title

Site Search

Search Term

Events

Event Category

Page	Page Views	% Page Views
1. /	4,308	16.75%
2. /find-a-member/	1,330	5.17%
3. /agenda/afera-annual-conference/	957	3.72%
4. /technical-centre/afera-test-methods/international-harmonised-test-methods-afera-test-methods/	946	3.68%
5. /schedule/	720	2.80%
6. /technical-centre/market-research/exclusive-market-insight-organisational-branding-and-self-medication-applications-to-intensify-demand-for-duct-tapes/	463	1.80%
7. /technical-centre/technical-and-product-research/ms-polymer™-based-psa-technology.html	363	1.41%
8. /about-afera/	350	1.36%
9. /find-a-member/our-members/adhesive-tape-raw-materials-machine-and-packaging-suppliers.html	324	1.26%
10. /find-a-member/?letter=A	320	1.24%

Content planning & creation

- Input from committees for content calendar
- New Afera and Why tape? presentations following activation of new strategy and technical update of Why tape?
- Switch to different App supplier for better networking stimulation

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

- Create and analyse customer journey outline
-

Afera News: latest issue



IN THIS EDITION

C2 Coating & Converting on Afera's Annual Conference: cueing in on the war for talent and the next-generation workforce

Demographic change in the workforce: an insight into millennials, a generation disrupted

Assembly Magazine: new techniques for joining

ISSUE 9 2019

C2 Coating & Converting on Afera's Annual Conference: cueing in on the war for talent and the next-generation workforce

Afera's latest press release covers our upcoming Lisbon Conference dedicated to "Making the Tape Business Future-Proof". [Read](#) | [Register](#)

Demographic change in the workforce: an insight into millennials, a generation disrupted

In the Lisbon Conference Blog, Deloitte's Christiane Schober discusses the shift in who is entering and leaving the workforce and what companies can do to attract and retain younger-generation employees. [Read](#)

Assembly Magazine: new techniques for joining

Afera News: case study



Advertising & Sponsorship

Rates 2019

Afera's Events

Afera.com

Afera News

UPCOMING EVENTS

62nd Afera Annual
Conference 2019

9–11 October
Pestana Palace Hotel,
Lisbon, Portugal
[Become a sponsor](#)

9th Afera Technical
Seminar
6–8 April 2020
Brussels Marriott Hotel,
Belgium

63rd Afera Annual
Conference
7–9 October 2020
Istanbul, Turkey

7th Global Tape Forum &
Global Test Methods

determine the correct pressure-sensitive adhesive for the specific material and environment, preferably early in the design stage. [Read](#)

Will your next car be assembled like a smartphone?

According to Jim Swope, senior vice president at The ChemQuest Group, electrically conductive adhesive use is rising as fine spacing, environmental restrictions, and new materials impact or replace vehicle assembly methods. [Read](#)

BZ-Berlin: No more “sticker bombing” traffic signs thanks to the ORALITE® anti-sticker film

Trying to beat a problem plaguing many large cities the world over, Berlin is currently running a pilot-project for traffic signs with anti-sticker properties using a solution from Orafol. [Read](#)

Profile: MIARCO celebrates its 50th anniversary in the adhesive solutions industry

Afera Member Company Miarco has expanded converting operations at plants in Gujarat, India, and Valencia, Spain. [Read](#)

Case study: Loparex doubles its poly-coating capacity

After years of steady growth in the automotive graphics, medical and tape release liner markets, Loparex makes a strategic investment decision. [Read](#)

Member news

A new home for Lohmann Italy: The bonding engineers' Italian site is moving

Afera News: *Why tape?* update

Why tape?

Tape makes unimaginable product designs possible.



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 your design.

Technical Committee Content Generation & Engagement WG (CGE-WG)

- Thorsten Meier (certoplast Technische Klebebänder GmbH)
- Alan Gilding (Advance Tapes International Ltd.)
- Jeff Burrington (H.B. Fuller U.K., Ltd.)

afera.com: member co. descriptions



Volz Selbstklebetechnik GmbH

Contact: Andreas Benz
Fischerinsel 3
D-79227 Schallstadt
GERMANY
+49 7664 50500 11
<http://www.volz-skt.de>



When it comes to providing high-quality, cost efficient, self-adhesive technology solutions, VOLZ® TAPES. VOLZ® TAPES has been producing our own product line of electrical adhesive tapes, expanding that in 2 tapes. Our extensive product portfolio offers a comprehensive range of self-adhesive tapes, electrical packaging tapes, double-sided adhesive tapes, die-cut adhesives, and dispensing equipment from the w as well as from our own production facility.

Spending the last several decades developing our core competencies in the areas of coating, converting TAPES has developed from solely a distributor into an industry specialist providing custom manufacture provide turn-key, custom tape solutions to meet your most complex industry challenges. Our advanced of cutting any tape width and producing die-cut solutions to your exact specifications. We produce doubt high-quality coatings and deliver them from small rolls to jumbos, and also in cross-wound spools.

Our self-adhesive technology solutions are anything other than typical. They are individually specialised demands. You can rely on VOLZ® TAPES' comprehensive self-adhesive technology expertise. Our sales a decades of experience in the self-adhesive tape industry and with custom, die-cut stamped parts. Throu consultation and on-going, direct support, we are committed to developing solutions of the highest qua your operational requirements.

Lohmann GmbH & Co KG

Contact: Evert Smit
Irlicher Strasse 55
D-56504 Neuwied
GERMANY
+49 2631 34 66 31
<http://www.lohmann-tapes.com>



The active use of adhesives is becoming a rapidly growing trend in the industrial sector. The advantages of adhesive technology are clear: it is light, clean and above all safe. Thanks to the precise adhesive strength, individual components are bonded efficiently and with unprecedented accuracy, ensuring customers receive the best possible solutions. From adhesive manufacturing to process integration - "The Bonding Engineers" are your ideal contacts on any subject, from global specification work through individual product development to innovative adhesive designs.

The adhesive experts from the Lohmann Tape Group cover the entire value chain and enable customer-focused solutions. Founded in 1851, Lohmann is one of the pioneering forces in adhesive tape technology and is now active on a global scale. The Adhesive Tape Group is headquartered in Neuwied, Germany. The company now has over 1,800 employees worldwide, 29 international sites, and exclusive sales partners in over 50 countries all around the world.

Specialties: Double-sided adhesive tapes, transfer films and reactive adhesive systems.

“Member of Afera” logo link



The screenshot shows the website header with a green background. On the left is the 'ubis Adhesive Tapes Since 1970' logo. In the center, there are social media icons for Facebook and LinkedIn with the text 'Follow us:'. On the right, there is a circular 'member of Afera' logo and a language selector showing 'es' and 'en'. Below the header is a navigation menu with 'HOME', 'COMPANY', 'PRODUCTS', 'NEWS', and 'CONTACT'. The main content area features a banner with the text 'Adhesive tapes for all applications and sectors'. Below the banner are three main elements: a carousel of adhesive tape rolls, a video player showing a 'ubis' logo and the text 'Celebrating 50 years in the tape industry SINCE 1970', and a 'Products' dropdown menu with options for 'Applications', 'Backing', 'Adhesive', and 'Unrolling', along with a 'SEARCH' button.

“Member of Afera” logo link



OLYMPIC
BONDING SOLUTIONS

ABOUT OLYMPIC CAREERS CONTACT SEARCH

3000 SERIES 5000 SERIES 7000 SERIES CUSTOM SOLUTIONS

About OLYMPIC

We are a Western European Acrylic Foam Tape manufacturer with our own production facility in the Netherlands

In a market that continues to set more exacting requirements, Olympic Tape is developing new technology that will challenge conventional suppliers and their obsolete product lines. At Olympic, we can help you stand out from the pack by offering high-end, customized solutions at lower prices. The more we help you, the better you'll look.

Our company was born from our passion for acrylate chemistry and the belief that we could upend the industry with higher quality at lower prices.

Now, three years later—and by virtue of our patents in our chemistry and production—our products are demonstrably on a par or outperform the current industry benchmark.

And, just as important, we offer our products at guaranteed lower prices.

Olympic products use no solvents and are fully RoHS compliant.

"Our company was born from our passion for acrylate chemistry and the belief that we could upend the industry with higher quality at lower prices."

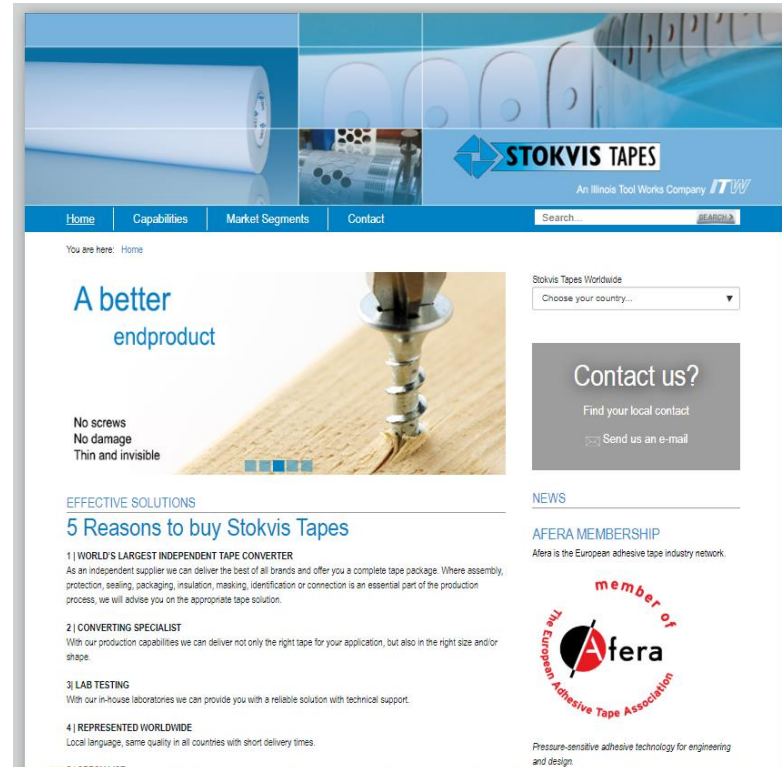
Excelling in a competitive market

The market for Acrylic Foam Tapes is growing fast. AFT is taking on an increasing number of applications. It can replace mechanical fasteners and liquid adhesives in permanent bonding applications that require high-strength adhesion. AFT is lightweight, strong and easy to apply. It is cheaper, easier, faster and far more versatile to use than obsolete materials such as screws or liquid adhesives.

We stand for experience, reliability and sustainability. This allows us to develop and manufacture products based on our in-depth knowledge. We understand the process and the chemistry like no other company.

member of
Afera
The European Adhesive Tape Association

Let us help you win your next tender



STOKVIS TAPES
An Illinois Tool Works Company

Home Capabilities Market Segments Contact SEARCH

You are here: Home

A better endproduct

No screws
No damage
Thin and invisible

EFFECTIVE SOLUTIONS

5 Reasons to buy Stokvis Tapes

- 1 | WORLD'S LARGEST INDEPENDENT TAPE CONVERTER**
As an independent supplier we can deliver the best of all brands and offer you a complete tape package. Where assembly, protection, sealing, packaging, insulation, masking, identification or correction is an essential part of the production process, we will advise you on the appropriate tape solution.
- 2 | CONVERTING SPECIALIST**
With our production capabilities we can deliver not only the right tape for your application, but also in the right size and/or shape.
- 3 | LAB TESTING**
With our in-house laboratories we can provide you with a reliable solution with technical support.
- 4 | REPRESENTED WORLDWIDE**
Local language, same quality in all countries with short delivery times.

Stokvis Tapes Worldwide
Choose your country...

Contact us?

Find your local contact
Send us an e-mail

NEWS

AFERA MEMBERSHIP

Afera is the European adhesive tape industry network.

member of
Afera
The European Adhesive Tape Association

Pressure-sensitive adhesive technology for engineering and design.

“Member of Afera” logo link re: MKC member companies



Yes

Advance Tapes Intl.

Eastman Chemical

Neenah Gessner

Nitto Europe

Scapa

Sekisui Alveo

Synthomer

tesa Western Europe

tesa S.E.

No

3M Italy

ABI Tape

Dow France

H.B. Fuller

Lohmann









Mondi Group

Omnova

Organik Kimya

TSRC (LUX) Corp.

“Member of Afera” logo link re: MKC member companies

Items Published 2019 > Issue #	Member Company News Link								
= 46 or 43% of Members covered in last 7 issues of <i>Afera News</i>	= 90 or 84% of Members share company news on their websites	= 56 or 52% of Members have Afera's logo-link published on their websites	= 91 or 85% of Members have dedicated company accounts	= 71 or 66% of Members have dedicated company channels; another 19 or 17% have company videos posted	= 71 or 66% of Members have dedicated company accounts	= 52 or 49% of Members have dedicated company accounts	= 42 or 39% of Members have dedicated company accounts	= 26 or 24% of Members have dedicated company accounts	= 16 or 15% of Members have dedicated company or company product accounts
	https://www.3mdeutschland.de/3Mde_DE/Newsroom/	No	Same as 3M Europe	https://www.youtube.com/user/3mdeutschland	https://www.facebook.com/pages/3MDeutschland-GmbH/14572905173446	https://twitter.com/3MDeutschland	-	https://www.linkedin.com/company/3mde	-
	https://news.3m.com/	No	Same as 3M Europe	Same as 3M Europe	Same as 3M Europe	https://twitter.com/3M	Same as 3M Europe	-	-
2 (3), 3, 4, 5, 7 (3)	https://www.3mbelgie.be/https://www.3mbelgie.be/3M/In_BE/pressroom-bel/	No	https://www.linkedin.com/company/3m	https://www.youtube.com/user/3M	https://www.facebook.com/3M	https://twitter.com/3Mnederland	https://www.instagram.com/3M/	-	-
	https://www.3mfrance.fr/3M/FR/espace-presse-3M/	No	Same as 3M Europe	https://www.youtube.com/3MFrance	https://www.facebook.com/3MFrance/	https://twitter.com/3MFrance	Same as 3M Europe	-	-
	https://www.3mitalia.it/azienda/3m-scienza-applicata-a-alla-vita/	No	Same as 3M Europe	https://www.youtube.com/3mitalia	https://www.facebook.com/3MBelgium?brand_redir=522067378112	https://twitter.com/3Mitalia	-	-	-
	https://investors.3m.com/news/default.aspx	No	Same as 3M Europe	Same as 3M Europe	Same as 3M Europe	https://twitter.com/3MLUK	-	-	https://nl.pinterest.com/social3m/

September 2019 media coverage



ASI ADHESIVES & SEALANTS INDUSTRY

EUROPEAN
PLASTIC
PRODUCT MANUFACTURER

Labelling **Blog**

AZO
MATERIALS

**FASTENER
+FIXING**
MAGAZINE

Global Print Monitor
PRINT & PACKAGING NEWS, COMMENT & ANALYSIS

 **SpecialChem**
The material selection platform

Europe **C²** COATING & CONVERTING

fastener *eur*
International Fastener, Machining, Spring and Equipments Magazine

industria *gráfica*
Portal especializado en Artes Gráficas

CHEManager
INTERNATIONAL

FlexoGlobal
Your Portal to the World of Flexo



WhatTheyTh!nk