

## Afera Marketing Committee (MKC) Meeting Minutes

Date: 11 February 2020

Time: 13.00 – 17.30

Venue: InterContinental  
Düsseldorf, Germany

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Present:

1. Jacques Geijsen (Afera MKC Chairman, American Biltrite Inc.)
2. Rupert Kichler (Avery Dennison Performance Tapes)
3. Evert Smit (Afera President, Lohmann GmbH & Co KG)
4. Stefan Neuner (Neeah Performance Materials)
5. Stefan Meirsman (Nitto Europe N.V.)
6. Deniz Bölükbaşı (Organik Kimya SAN. Ve TIC. A.Ş.)
7. Wolfgang Aufmuth (Seksui Alveo)
8. Matthias von Schwerdtner (tesa SE)
9. Beverley Weaver (TSRC (Lux) Corporation S.a.r.l.)
10. Martijn Verhagen (Lohmann GmbH Co. KG), guest
11. Thorsten Meier (certoplast Technische Klebebander GmbH), guest
12. Astrid Lejeune (Afera Secretary-General, Lejeune Association Management)
13. Elke Verbaarschot (Lejeune Association Management)
14. Bathsheba Fulton (Afera Communications)
15. Bert van Loon (Independent Strategist)

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Excused:

16. Giovanni Scognamiglio (3M Europe, Italy)
17. Sharon Boyle (Advance Tapes International Ltd.)
18. Aris Venetis (Atlas Tapes SA)
19. Stevi Liakopoulou (Dow France S.A.S.)
20. Florian Heller (Mondi Group)
21. Martha Sloboda (Scapa PLC)

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Chairman: J. Geijsen  
 Secretary: A. Lejeune  
 Date of Next Meeting: **Wednesday, 30 September 2020 (9.00-12.30)** at the Hotel Las Arenas Balneario Resort, Valencia, Spain, before the 63<sup>rd</sup> Annual Conference. Lunch will be included.

## Agenda

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### 1. Opening

- A. New Members and guests
- B. Competition law compliance
- C. October 2019 Meeting in Lisbon, Portugal, Minutes content approval
- D. Today's key projects and working team formation

### 2. Teamwork on key projects

- A. Annual Conference Programme input
- B. Role of MarCom in Afera's Sustainability Project (following Technical Committee output)
- C. New Member Recruitment (focus on tape manufacturers)

### 3. Live updates per key project given in the Meeting (see item 2 summaries)

### 4. Other project updates and operational activities

- A. MarCom WG
- B. Industry Promotion WG

### 5. Other matters

### 6. Wrap-up and forward planning: next physical Meeting in Valencia, Spain

#### Note:

- Refer to the **Afera TC and MKC Presentation 11 February 2020** slideshow and other **bolded, highlighted documents** for information co-ordinating with these Minutes.
- Actions corresponding with the Minutes are listed in **2020220 Afera Committee Actions and Deliverables** doc.

<b>MKC Working Groups</b>	
<b>Content Generation &amp; Engagement (CGE-WG)</b> Also a TC WG	Jacques Geijsen, Leader, American Bilrite Aris Venetis, Atlas Rupert Kichler, Avery Dennison Astrid Lejeune, Afera Bert van Loon, Afera Evert Smit, Lohmann Matthias von Schwerdtner, tesa
<b>Marketing Communications (MarCom-WG)</b>	Elke Verbaarschot, Leader, Afera Bathsheba Fulton, Afera Bert van Loon, Afera Tom Garcia, Scapa Thorsten Petersson, tesa
<b>Membership Recruitment (Mem-WG)</b>	Stefan Meirsman, Nitto, Leader Astrid Lejeune Sharon Boyle, Advance Tapes Elke Verbaarschot, Afera Bathsheba Fulton, Afera Stefan Neuner, Neenah Beverley Weaver, TSRC
<b>Sustainability (Sus-WG)</b> Also a TC WG	Deniz Bölükbaşı, Organik Kimya, Leader Giovanni Scognamiglio, 3M Wolfgang Aufmuth, Sekisui Alveo
<b>Industry Promotion (Promo-WG)</b>	Rupert Kichler, Avery Dennison Matthias von Schwerdtner, tesa

## 1. Opening – see slides 10-18

- A. MKC Chairman Jacques Geijsen officially opened the Meeting, which consisted of 15 participants:
- New Members: Rupert Kichler, marketing director at Avery Dennison Performance Tapes, and Wolfgang Aufmuth, business unit manager of adhesive coating at Sekisui Alveo.
  - Guests: 2 Technical Committee Members, Martijn Verhagen, team leader of liquid coated adhesives at Lohmann GmbH & Co. KG, and Thorsten Meier Head of R&D at certoplast Technische Klebebänder GmbH, were present to support the Sustainability and Content Generation & Engagement WGs,

respectively.

- B. Mr. Geijssen reviewed [Afera's Competition Law Compliance Policy](#), which was confirmed by all present. See slides 11-12.
- C. The Minutes of the Afera MKC Meeting held on 8 October 2019 at the Pestana Palace Hotel in Lisbon, Portugal, were approved and signed as a true record of proceedings.
- D. Today's key projects and working team formation: Mr. Geijssen said that this new Meeting structure, which was introduced in Lisbon to increase Committee Member participation, was efficient and successful and is now being taken to the next level. Bert van Loon explained the preparation and setup of today's agenda, which includes WG and plenary meetings to be more modern, efficient and enjoyable. See slides 13-18 for strategic, thematic and logistical details of the WG initiatives.

## 2A. Annual Conference Programme input

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1. See **Afera WG Project Updates Dusseldorf 2020** doc.
2. Brief summary of Mr. Geijssen's report:
  - The CGE-WG is charged with determining and arranging the content of the Annual Conference and has developed 7 topic areas centred on the theme of "Adhesive tape in a circular world" for a logical flow of presentations over 2 days of Valencia's Working Programme in October (starting broad and narrowing to factors that are within our control):
    - **The world as a whole** > everything is connected = good and bad news. Possible speaker: a professor from Valencia area
    - **Philosophical discussion on growth** > how individuals, corporates and governments are behaving toward the negative trend historically and today. Possible speaker: also a professor from Valencia area
    - **Footprint definition (aggregated LCAs)** > finding the most appropriate ways of measuring what is good and bad for our Industry; start with one material. Possible speaker: Pablo Englebienne
    - **Business models and government regulation** > growth vs. sustainability. Possible speaker: Someone from the E.C. (e.g. speaker who attended the January 2020 EPRC meeting)
    - **Scoping** > What is within our control? What is realistic and can be done by consumer, employee and employer? Is sustainability a top priority of Afera Member Companies? Where are we? Aligned or far apart? What will it take to bring us together on this issue, and can Afera facilitate this? Possible speaker: someone through Mr. Kichler
    - **Alternative bonding methods** > What are the alternative applications to tape solutions, and do we as an industry need to fear any of these? Possible speaker: can be arranged through the TC

- **Examples of inspiration** > Convey hope, means of measurement, progress, examples. Possible speaker: someone from Mr. Bölükbaşı's company.

3. Decisions taken in Meeting:

- See item 2.B.2.
- Consider adding a topic on future workforce related to sustainability.

## 2B. Role of MarCom in Afera's Sustainability Project (following Technical Committee output)

1. See **Afera WG Project Updates Dusseldorf 2020** doc.

2. Brief summary of Mr. Bölükbaşı's report:

- Afera's approaching the subject of sustainability and creating a Project plan by the Valencia Conference is right on time within the tape industry. Sustainability topics are also in line with the next Annual Conference theme of "Adhesive tape in a circular world". Customers have not started asking what the carbon footprint of tape is yet, but they will soon. The European Industry is driving this forward, and the American industry will most likely follow in 5-10 years.
- The WG has drafted a mission statement and identified 5 sustainable cluster groups assigned to individual WG Members: E.U. regulation (on which they will co-ordinate closely with the Reg-WG), tools/calculation methods, co-ordinating with other organisations, internal awareness and internal website.
- The WG, which is spread over the MKC and TC, which function as one team, holding monthly meetings.
- Stefan Neuner said that Neenah is a member of [SEAM](#), the Sustainable European Abrasive Manufacturers Programme, which might be interesting for Afera to look into.

3. Decisions taken in Meeting:

- Together with the CGE-WG, the Sus-WG will run a survey among Afera's Membership, targeting both a commercial and technical position in each company, to gauge what topics are most important to them re: sustainability and the Circular Economy. The results will be conveyed to the Valencia Conference speakers and presented at the Conference.
- The Survey will also be distributed to Afera's potential Member list (see item 2.C.1).

## 2C. New Member Recruitment (focus on tape manufacturers)

1. See **Afera WG Project Updates Dusseldorf 2020** doc.

## 2. Brief summary of Stefan Meirsmann's report:

- Afera's Membership recruitment policy is to focus its activities in order to bring about representation in the Association of all the entities of the tape value chain, "so that the complete network sits together at Afera's table." The current focus is on tape manufacturers.
- Targeting: The WG has already reviewed and broken down a list of approximately 200 potential members, including tape and protective film producers, raw material, machine and packaging suppliers and end customer users. They have identified ~30 target candidates, mainly German and Italian tape producers, some of them former Afera Members and/or already familiar with the Association.
  - See hardcopy version distributed in the Meeting and attached **Tape Manufacturers Target List 09022020**. Any input on adding more potential Members to this list is very welcome.
  - Step 1: Polishing the target list. The WG would also like the other Committees to assist them in determining a personal contact name with email address of a real decision-maker to approach in each of the ~30 companies. They would also appreciate Committee Members adding a one-sentence description to any of the target companies they are familiar with.
  - Step 2: Making personal contact. Committee Members also need to indicate whether they have a relationship and would be able to make initial contact with one or more of the companies on behalf of Afera. For this process, the WG will provide a flyer, brochure (Afera 2020-2025) and presentation (Afera, the heart of the European tape network), as well as introductory or follow-up email texts laying out the case for joining Afera. The most important message about Afera is that it has modernised and represents the entire tape value chain, including small companies. It should be emphasised that many other tape manufacturers will be present at the Valencia Conference. Approaching potential Members face-to-face is extremely important and has proven results. For this stage, suppliers are primarily needed to contact those on the target Member list.
  - Later stage: A second target list of raw material, machine and packaging suppliers has also been drafted by the WG for future action.
- Membership incentives: *At their Meeting the following morning, the SC agreed that new Members can join the Annual Conference for 10% off the regular Member registration fee.* Additional ideas are under consideration.
- Afera Members attending key Industry trade fairs, such as interpack2021, will talk with potential Members on behalf of Afera.
- The Mem-WG may use Afera's email distribution list, targeting non-Members for recruitment purposes.
- Current non-participating Members: The WG would like to speak with them

to determine why they do not attend the Annual Conference or other events and activities, in order to understand exactly what they get out of Afera Membership.

### 3. Live updates per key project given in the Meeting

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1. See item 2 summaries.

#### 4A. MarCom WG – see slides 19-21

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1. See **Afera WG Project Updates Dusseldorf 2020** doc.
2. Brief summary of Ms. Verbaarschot's report:
  - Goals: The MarCom-WG's purpose is to run Afera's overall communication strategy autonomously and to support all WGs in effectively communicating the development of their initiatives to Members and the Industry.
  - The WG met its SMART goals of the last year, so it is on track.
  - Afera launched its [newly restyled website](#) this week.
  - Followers of the [Design that sticks](#) (5,320) and [Afera member tape network](#) Twitter accounts (358) and the [Afera, The European adhesive tape network](#) LinkedIn account (271) have increased.
  - The WG's suggested timeline includes conducting research, setting specific website KPIs, firming up an operational process and PR approach, and creating a roadmap for each WG for 2021.
3. Decisions taken in the Meeting:
  - It would be useful for the Mem-WG, CGE-WG and MarCom WG to determine what types of companies sign up for *Afera News*.

#### 4B. Industry Promotion WG

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1. Mr. Van Loon explained that the MKC would like to create a WG to pick up and run the existing industry promotion activities of the past few years.
  - The WG needs volunteers who are communications/online marketing specialists and know the Industry (from a tape producer or converter) to define the goals, strategy and KPIs of raising the awareness/visibility of tape technology from 2020 to 2022.
  - Members should expect to participate in one solid kick-off teleconference and 2 additional phone meetings of 30 minutes each before meeting in Valencia on 30 September. The WG's activities will link up with the CGE-WG and MarCom-WG activities. Currently the WG includes the content of [Afera's Why tape? section](#) and our Twitter handle [@ ProductDesign](#) with 5,318 followers.

## 2. Decisions taken in the Meeting:

- Mr. von Schwerdtner and Mr. Kichler will join this group, and possibly Kim Meekers, who is a marketing colleague of Stefan Meirsmans at Nitto.

## 5. Other matters

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- A. No other business was discussed.

## 6. Wrap-up and forward planning: next physical Meeting in Valencia, Spain

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- 12.1 The next Afera MKC physical Meeting will take place on **Wednesday, 30 September 2020 (9.00-12.30)** at the Hotel Las Arenas Balneario Resort, Valencia, Spain, before the 63<sup>rd</sup> Annual Conference. Lunch will be included.

**Astrid Lejeune**  
**The Hague, 15 March 2020**

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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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