

# Afera MKC meeting

Wednesday, 4 November / 11:00 – 12:00

**Virtual**

# Antitrust law: the dos

- Important for your session
- ✓ **You must ensure this!**
- *Together with the chairperson of the meeting, make sure there is no antitrust violation in connection with an Association gathering. The following points must be strictly observed:*

## PREPARING FOR THE MEETING

- ✓ **Agenda items and meeting documents** may not contain any topics which might implicate antitrust law.

## DURING THE MEETING

- ✓ **Restrict discussion to the agenda items** or activity programme set beforehand
- ✓ **Have the session fully minuted**

- ✓ **In case of spontaneous statements with antitrust content**, react immediately and actively dissociate yourself from the violation:
  - **Point out to participants** that this issue may not be discussed
  - **If necessary, postpone the discussion** until you have received relevant legal clarification
  - **If the discussion continues**, note your objection in the minutes, suspend the meeting or leave the meeting premises (also to be recorded in the meeting minutes)
  - **Report the matter to the Secretary-General** of the Association and your company.

## AFTER THE MEETING

- ✓ **The minutes of the meeting** should be concise and straightforward.

# Antitrust law: the don'ts

- **Important for your session**

- ✗ **You must avoid this!**

- *Employees of competing companies are prohibited from holding formal or informal discussions, exchanging information or entering into agreements on any of the following matters:*

- **PRICES, in particular:**

- ✗ **Pricing**, price differentials and pricing strategies
- ✗ **Individual sales and payment terms**, individual discount, credit notes and credit conditions.

- **PRODUCTION, in particular:**

- ✗ **Individual manufacturing or sales costs**, cost accounting formulas, methods of cost calculation, figures related to products or product groups on procurement costs, production, inventories, sales, etc.

- ✗ **Production changes**, e.g. due to maintenance work, or the limitation of the market supply of a product.

- **FUTURE MARKET BEHAVIOUR, in particular:**

- ✗ **Allocation of markets or sources of supply**, whether geographic or by customer
- ✗ **Relationships with individual suppliers or customers**, in particular where this could lead to their disappearance from the market
- ✗ **"Blacklists" or boycotts of customers**, competitors or suppliers
- ✗ **Proposed technology**, investment, design, production, distribution or marketing activities of individual companies concerning specific products.

## Agenda:

1. Welcome
2. WG Update by the WG leaders

**New Member Recruitment – Lead: Stefan Meiersman**

**MarCom – Lead: Elke Verbaarschot**

3. Brainstorm Afera's committee strategy – Jacques Geijsen
4. Results Poll – feedback on Afera's current activities since COVID

# MarCom update



- New design homepage Afera website in February
- Increase in followers on social media
  - +142 for design, +40 for Afera on Twitter
  - +169 on LinkedIn
- Started following and posting Afera news in related LinkedIn groups



- Lower number of website visitors this year overall (trend for other associations as well) – most visited COVID info pages
- New app postponed as current app was not used and therefore postponed to 2021

## Goal 1

### Autonomously run Afera's overall communication strategy

- Roll out new strategy
  - Afera identity
  - Content strategy with clear formats
- Grow online community

### Needed

- Key players to go through survey and brainstorm session to define Afera identity

## Goal 2

### Support all WGs in their outreach to communicate the process of their initiatives as presented in the Afera strategy

- Continue to support WGs and set a roadmap 2021 once content is received (original deadline Q4 2020)

**When we think of our current Afera activities and how to better reach our potential members?**

What does our marketing funnel look like now and where are we missing steps?

1. How does our potential member get in contact with Afera?
2. How do we trigger a visitor to a lead?
3. How do we convert a lead to a customer?
4. How do we create the ideal customer experience to create a fan (member)?
5. How do we make members promote Afera (become ambassadors) to even recruit more members?

**MARKETING COMMITTEE  
VIRTUAL MEETING NOV 2020**

**MEMBER RECRUITMENT  
PROJECT UPDATE**

TEAM: Batsheba/Elke/Bert/Astrid/Stefan/ Beverley/Stef



# STATUS UPDATE Dusseldorf Feb 20 meeting



- ❑ Defined recruitment target groups and
- ❑ Defined priority of approach and contact action plan
  1. Tape Producers
  2. Raw Material suppliers
  3. Tape converters via personal contacts

Category	Comment	Company	Email address	General Contact Name
Tape manufacturer	Double Coated tapes	<b>3F Klebe- &amp; Kaschieretechnik</b>	<a href="mailto:info@3f-gmbh.de">info@3f-gmbh.de</a> , <a href="mailto:g.gemuend@3f-gmbh.de">g.gemuend@3f-gmbh.de</a>	Guido Gemünd, Production Manager (?)
Tape manufacturer	Double Coated tapes	<b>Adesia</b>	<a href="mailto:guillaume.sarrazin@adesia.com">guillaume.sarrazin@adesia.com</a>	Guillaume Sarrazin, President
Tape manufacturer	Protective foils	<b>Adhesivos Corporation</b>	<a href="mailto:calidad@adhesivoscorporation.com">calidad@adhesivoscorporation.com</a>	Anna Sanchez Ferrer, Ingeniera de Planta
Tape manufacturer	Acrylic Foamtapes/Belongs to Velcro	<b>AFTC</b>		
Tape manufacturer	Double Coated tapes	<b>ASTORplast Klebetechnik AG</b>	<a href="mailto:info@astorplast.de">info@astorplast.de</a>	Bruno Osterried

# STATUS UPDATE Dusseldorf Feb 20 meeting



- ❑ Finalized to update Tape producer target list
  - ✓ Up-to-date shortlist available of 30 target members
    - Plan to approach via special reduced fee
    - Define Team to start approach: personal /via mail campaign
  - ✓ Define approach of next target group: **Raw Material suppliers**
    - ✓ Review of candidate longlist and update
    - ✓ Define team to start approach

Country	Category	Comment	Company	Email address
BELGIUM	Raw material supplier	DC is already a member	Dow Corning	
BELGIUM	Raw material supplier		EOC GROUP	
FINLAND	Raw material supplier	Already member	UPM-Kymmene	<a href="mailto:jyri.hamalainen@upm-kymmen">jyri.hamalainen@upm-kymmen</a>
FRANCE	Raw material supplier	Chemicals	Total Cray Valley	<a href="mailto:info@crayvalley.com">info@crayvalley.com</a>
FRANCE	Raw material supplier	DRT is already a member	DRT	<a href="mailto:thierry.desroches@drt.fr">thierry.desroches@drt.fr</a>
FRANCE	Raw material supplier		Nynas S.A.	<a href="mailto:anita.neau@nynas.com">anita.neau@nynas.com</a>
GERMANY	Raw material supplier	Chemicals	Alberdingk Boley GmbH	<a href="mailto:info@alberdingk-boley.de">info@alberdingk-boley.de</a>
GERMANY	Raw material supplier	Paper producer/Liners	B. Laufenberg GmbH	<a href="mailto:info@b-laufenberg.de">info@b-laufenberg.de</a>

# STATUS UPDATE Virtual Meeting 29/10



- **How to proceed in 2020/2021 in view of drastically changed environment ?**
- **Should we follow the plan or change strategy and adapt to circumstances?**

- Ask 3 questions:

1. Do you think, because of changes in the Industry and the context of now, that we should focus additionally on other segments in the value chain, or not?
2. How should we change or tweak our message, our USPs, our focus, our offering to attract more Members or candidates?
3. Would it also be possible to focus as Afera's MKC on Member engagement, community building, etc.?

# OUTCOME/ ACTION PLAN



## □ Implement new plan 2021 Membership approach

- Up-to-date shortlist available of 30 target members ready
- Plan to approach ready
  - Team defined
  - Approach Plan with our offering & conditions
  - Mail message prepared
- Start execution and F/U of results
- Evaluation and next steps
- Define approach of next target group

**Any Questions?**

Thanks for your attention!  
(and have a safe day)

**BACKUP SLIDES**

# 2017 Actions



## 1) Clean Up Historical Converter Prospect List : 1st Wave

- **356 prospects remaining !**
  - Quantity is surely OK, but quality level of data still NOK
    - Missing/incorrect input
    - Many companies are no tape converters...
- **BUT... Good starting basis for further steps and startup of next phase!**

# 2017 Actions



## 2) Starting active prospection campaign in target areas

- Email/phone contacts in region Mike: **very disappointing results!**
  
- **Feedback converters:**
  - *Too expensive for the benefit*
  
  - *Do not like talking shops*
  
  - *Tape manufactures never listen to us anyway , why will they through THEIR Association.*



# 2017 Actions



## 2) Starting active prospection campaign in target areas

- Personal contacts in region Stef + Italy (Luca) via partner network
- Established personal contact with Afera in London during Nitto 2017 ATP Finals
  
- **Feedback converters:**
  - Mostly small/ mid size companies with strong local area focus
  - Some of our bigger ones are already member (Stokvis/Miarco/Supertape/Parafix/)
  - Time/resource issue -> limited manpower with focus rather on market trade fairs
  - Language issue (South EU) -> English is barrier
  - Budget issue -> limited marketing power/focus sales related
  - Afera image/perception: is strongly focussed on big manufacturers /key suppliers

# 2017 Actions



## 3) Outcome active prospection campaign in target areas is sofar disappointing.

- Too limited number of personal contacts established
- Too limited number of positive replies
  
- Some companies are ex-members who do not see added value to renew
- Some show interest but no confirmation yet: **FFT / Erga /Riewoldt**
- Some new Members added: **CMC (2017) /Thema (2018)**

# New Converter Member !



Afera European Association of the self adhesive tape industry



## MEMBERSHIP REGISTRATION FORM

Company : THE-MA SRL  
Products / Activity : CONVERTER - DISTRIBUTOR  
Address (mail) : VIA DELLA REPUBBLICA N°8  
Zipcode : 40061 City : MINERBIO (BO)  
Address (visit) : VIALE LINO ZANUSSI N° 6/C  
Zipcode : 33170 City : PORDENONE  
Country : ITALY  
VAT Number : 02506991203  
E-mail address : APONTILLO@THE-MA.IT  
Website address : WWW.THE-MA.IT  
Number of employees : 42

**Active Membership**  
NUMBER OF EMPLOYEES (only to be completed by the active members)

companies with less than 100 employees in Europe	0
companies with 100 to 199 employees in Europe	0
companies with 200 to 999 employees and more in Europe	0
companies with 1000 employees and more in Europe	0

**Associated Membership**

**Affiliated Membership**

**Honorary Membership**

**Converter Membership**

Printer of self adhesive tapes	0
Slitter of self adhesive tapes	0
Die Cutter of self adhesive tapes	0
Laminator of self adhesive tapes	0

General contact person (the regular AFERA mailings will be sent to this person)

Name : ALESSANDRO PONTILLO  
Title : MR Function : ADMINISTRATOR  
Telephone : +39 335/8133600 Fax : 0434/572686  
E-mail : APONTILLO@THE-MA.IT

Please return this form to:  
Afera Secretariat  
P.O. Box 85612, 2508 CH The Hague, The Netherlands  
fax # 31 70 363 63 48 or e-mail: mail@afera.com

# 2018 Focus Actions



## How to improve situation in 2018?

- ✓ **Final Clean Up Converter Prospect List : 2nd Wave (Jan/Feb) -> see next slide**
- ✓ **Number reduced from 356 to 226 candidates**
- **Finish Prospect List:**
  - Define Target Countries
  - How to best approach?
    - Attract via special reduced fee (1000 € iso 1800)
    - Attract via Global Conference/Annual Conference/Tape College
    - Mailing campaign from AFERA mail address?

# Updated Converter Prospect List



COUNTRY	COMPANY	CITY	CONTACT	EMAIL	PHONE	WEBSITE
BELGIUM	Etilux	Liège	Benito Miniati	<a href="mailto:bmi@etilux.be">bmi@etilux.be</a> ; <a href="mailto:info@etilux.be">info@etilux.be</a>		<a href="https://www.etilux.be">https://www.etilux.be</a>
BELGIUM	Eurobands NV	Anzegem	Hans Lecot	<a href="mailto:info@eurobandstapes.eu">info@eurobandstapes.eu</a> ; <a href="mailto:Hans@eurobandstapes.eu">Hans@eurobandstapes.eu</a>	+32 56/72.45.11	<a href="http://www.eurobandstapes.eu">www.eurobandstapes.eu</a>
BELGIUM	Option Tape Specialties nv/sa	Temse	Henk Post	<a href="mailto:info@optiontapespecialties.com">info@optiontapespecialties.com</a> ; <a href="mailto:Henk@optiontapespecialties.com">Henk@optiontapespecialties.com</a>	+32 3/710.19.19	<a href="http://www.optiontapespecialties.com">www.optiontapespecialties.com</a> , <a href="http://www.hpx.be">www.hpx.be</a>
BELGIUM	Varitape	Temse	Frank Roobaert	<a href="mailto:info@varitape.be">info@varitape.be</a>		<a href="http://www.varitape.be">http://www.varitape.be</a>

## ✓ Clean Up: 2nd Wave!

### ✓ Focus Areas:

- Mike: UK/Eastern Europe (Poland/Czech/Slovak/Hungary/Romania)
- Stef: BNLX/Germany/Swiss/Austria/France/Spain/Portugal
- Filippo/Carles: Italy

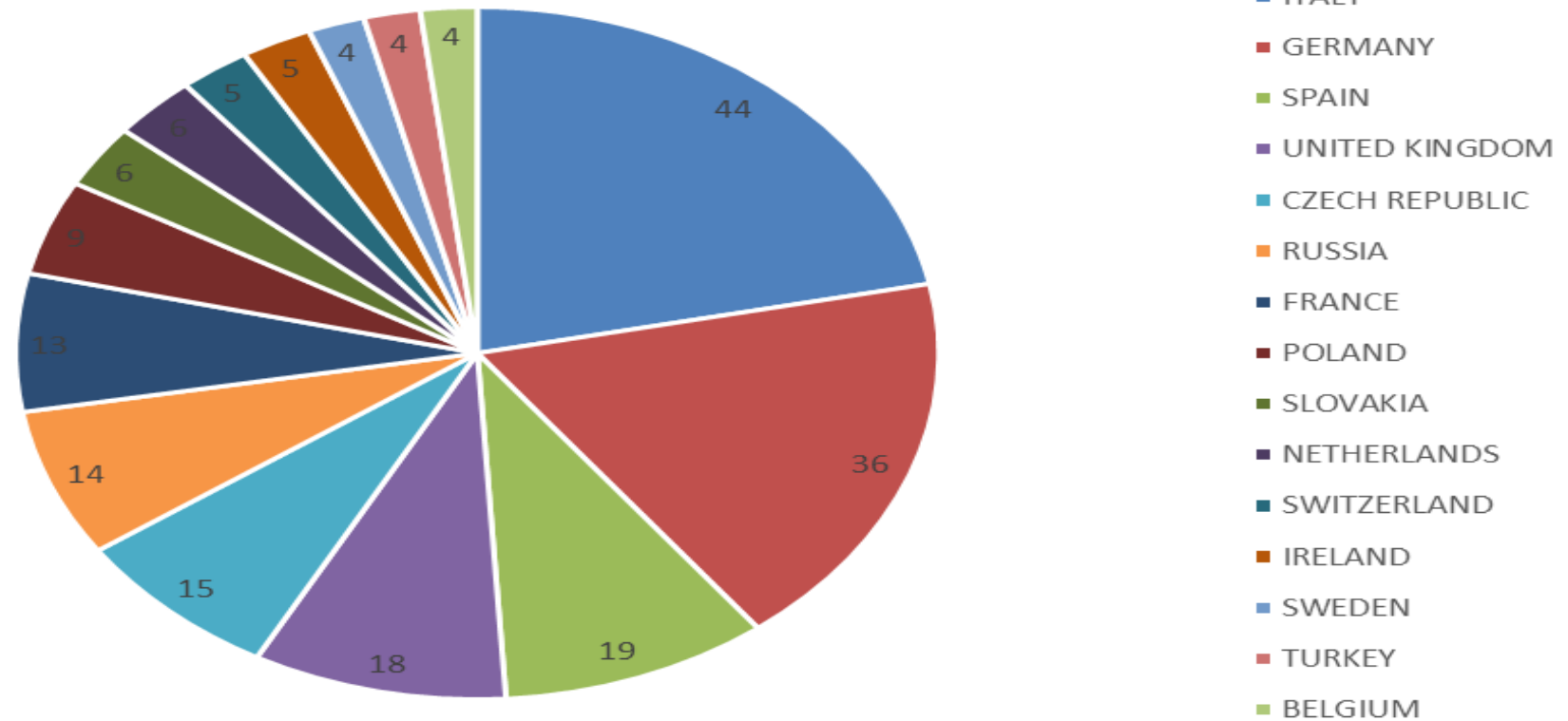
✓ All companies outside scope skipped (Graphics, Packaging, Plastics, Foamconverters, ...)

✓ In total **226 target companies** remaining, spread over 25 countries.

➤ **Quality of the list has drastically improved, but still not perfect!**

# Updated Converter Prospect List

## Target Countries



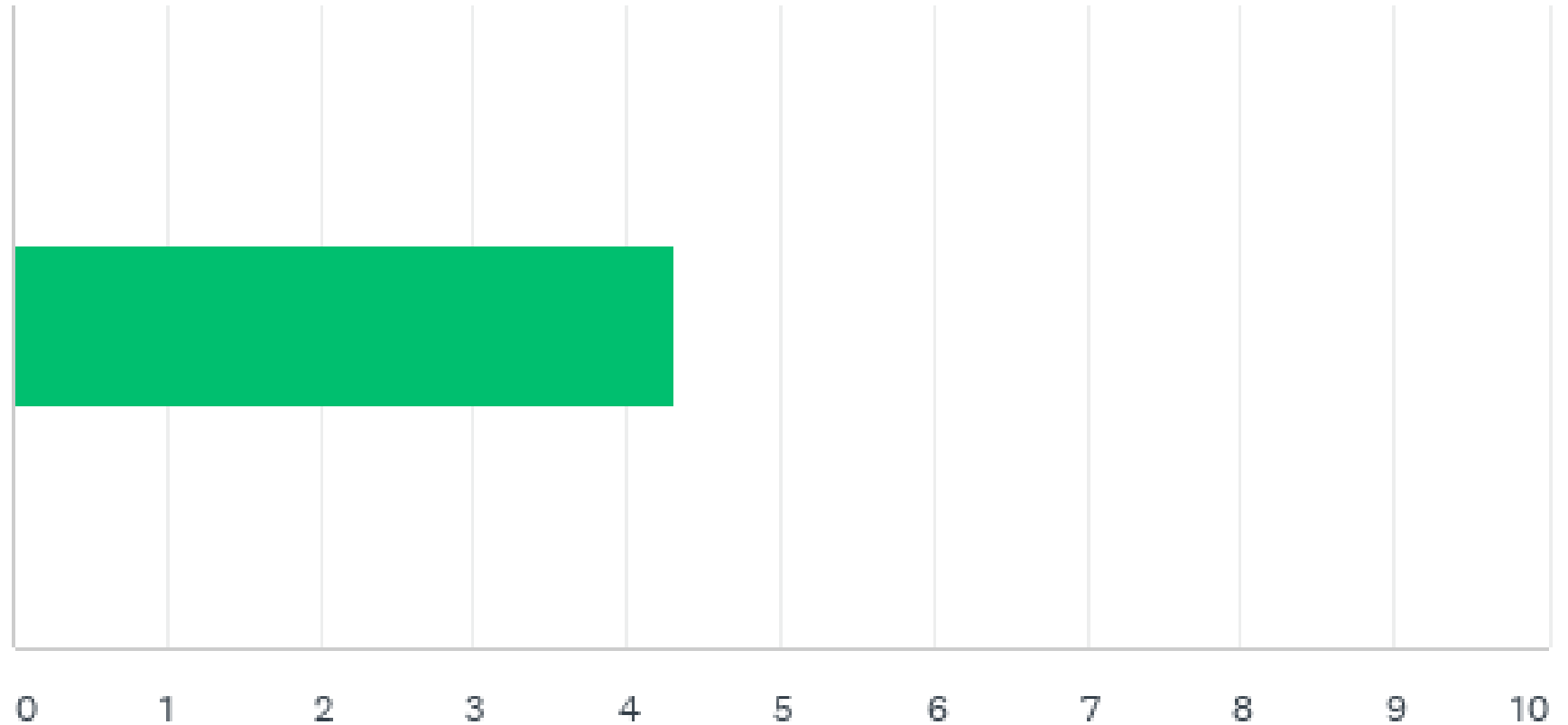
- Clean Up: 2nd Wave.
- Focus Areas with top 70% of prospects:
  - Italy (44), Germany (36), Spain (19), UK (18), CZ (15), Russia (14), France (13)

# Afera Committee Member poll, satisfaction with our current activities agenda

dinsdag 3 november 2020

# V1: How do you feel about Afera's activities agenda since the onset of COVID in 2020? (Please rate on a scale from 1 to 5 - 5 being most positive)

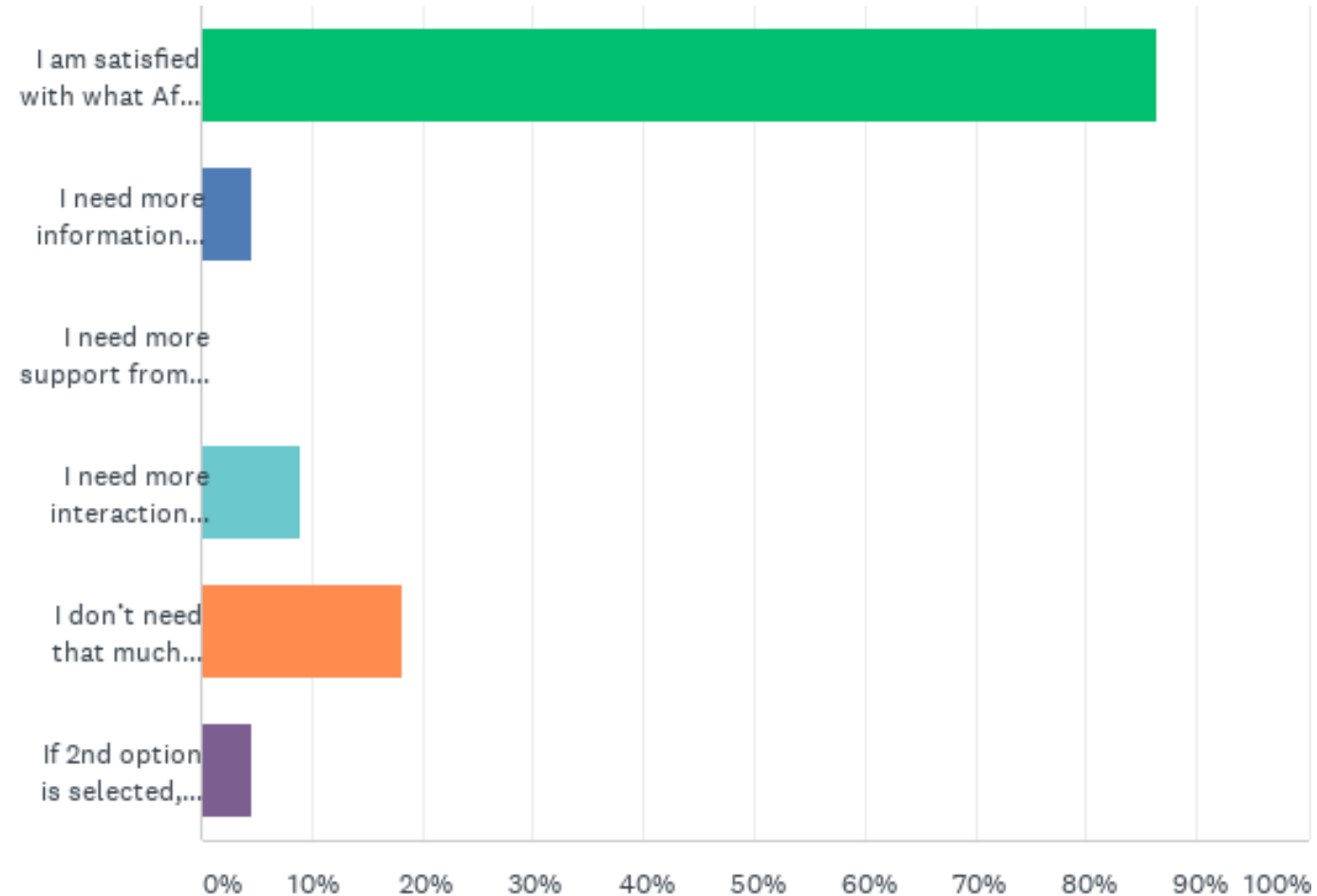
Beantwoord: 22 Overgeslagen: 0





## V2: Do you feel that you have gotten the support you need from our industry collective in 2020? Please check the following as they apply:

Beantwoord: 22 Overgeslagen: 0



## V2: Do you feel that you have gotten the support you need from our industry collective in 2020? Please check the following as they apply:

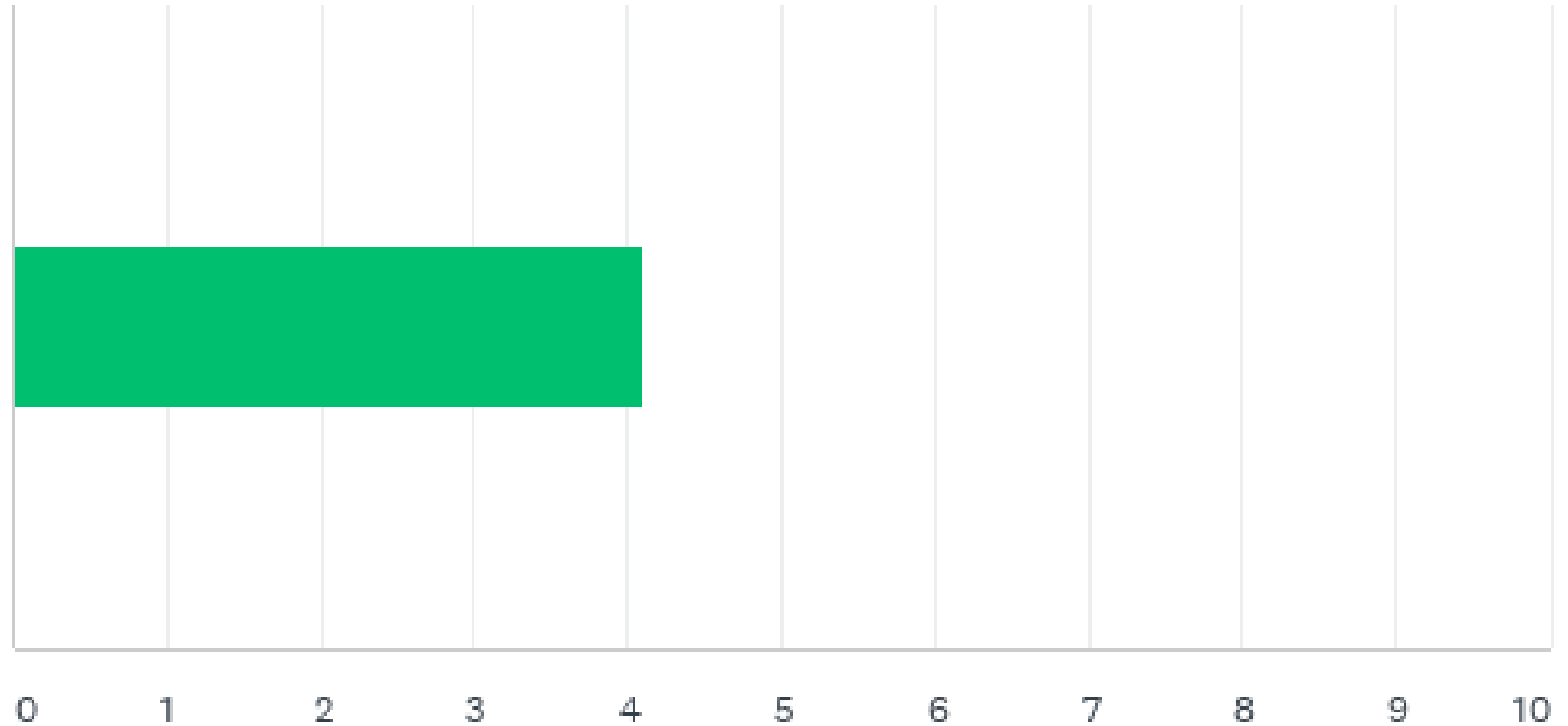
Beantwoord: 22 Overgeslagen: 0

ANTWOORDKEUZEN	REACTIES	
I am satisfied with what Afera has offered me, and I have processed the information provided to me and participated in online meetings and Webinars when possible	86.36%	19
I need more information about news and developments in our industry. Which areas? (please add to the comment box)	4.55%	1
I need more support from Afera in managing our business in the Industry	0.00%	0
I need more interaction with fellow industry colleagues, partners, customers, etc.	9.09%	2
I don't need that much interaction or support, and I am pleased with my current Membership.	18.18%	4
If 2nd option is selected, which areas?	4.55%	1

General trends for key markets during the pandemic. Special situations or allocations

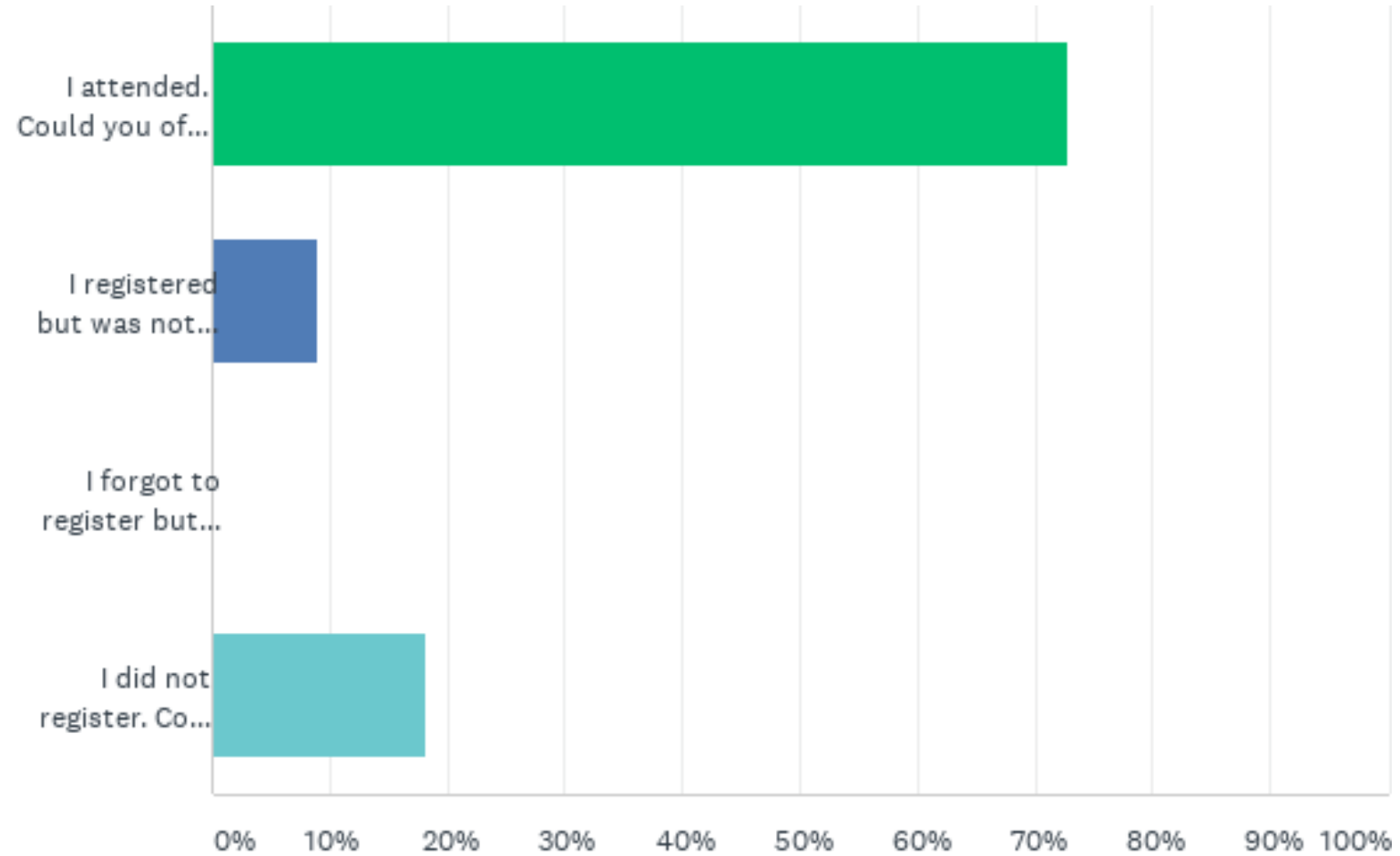
### V3: How do you feel about Afera's currently running online Annual Conference series? (Please rate on a scale from 1 to 5 - 5 being most positive).

Beantwoord: 22 Overgeslagen: 0



# V4: and please check the following as they apply:

Beantwoord: 22 Overgeslagen: 0



- 
- Time constraints. Colleague(s) attended
  - other important things to work on
  - Very general, more focus on tapes would be appreciated
  - Somehow impactful, nevertheless not specific to the tape industry.
  - I have not registered so far - I may in future depending on my timetable. I am in a lot of internal company conferences every week so it is difficult to plan ahead
  - Informative/Interesting/High (theoretical) knowledge level of speakers
  - This is not the ideal time for such conferences. Companies have major problems regarding COVID-19 situation
  - Excellent update on trends from Kavitha Ravikumar. Very helpful insights from Paulo Da Silva Lemos about Green deal and trend of Mass balance by recycling companies
    - ok - but not a game changer, i.e. not valuable enough for a bigger audience in the company
  - Splitting the event into small bites was a work of genius
  - Pro-active approach of AFERA on the topic of Sustainability. It was interesting to know the current regulations and news around this topic. Before EU commission tells what companies should do to increase sustainability, our tape industry should be pro-active and AFERA is representative of this industry promoting tapes as contributing to sustainability
  - First paper was pretty complicated, difficult to follow
  - Good testimonials especially from EU
  - I saw the stream later on. I like the idea to focus on one specific topic per session. Technically it worked great.
  - great organization - Bert did a very good job in moderating ;-)
  - Virtual contact is better than no contact. Nice update of very relevant topics!

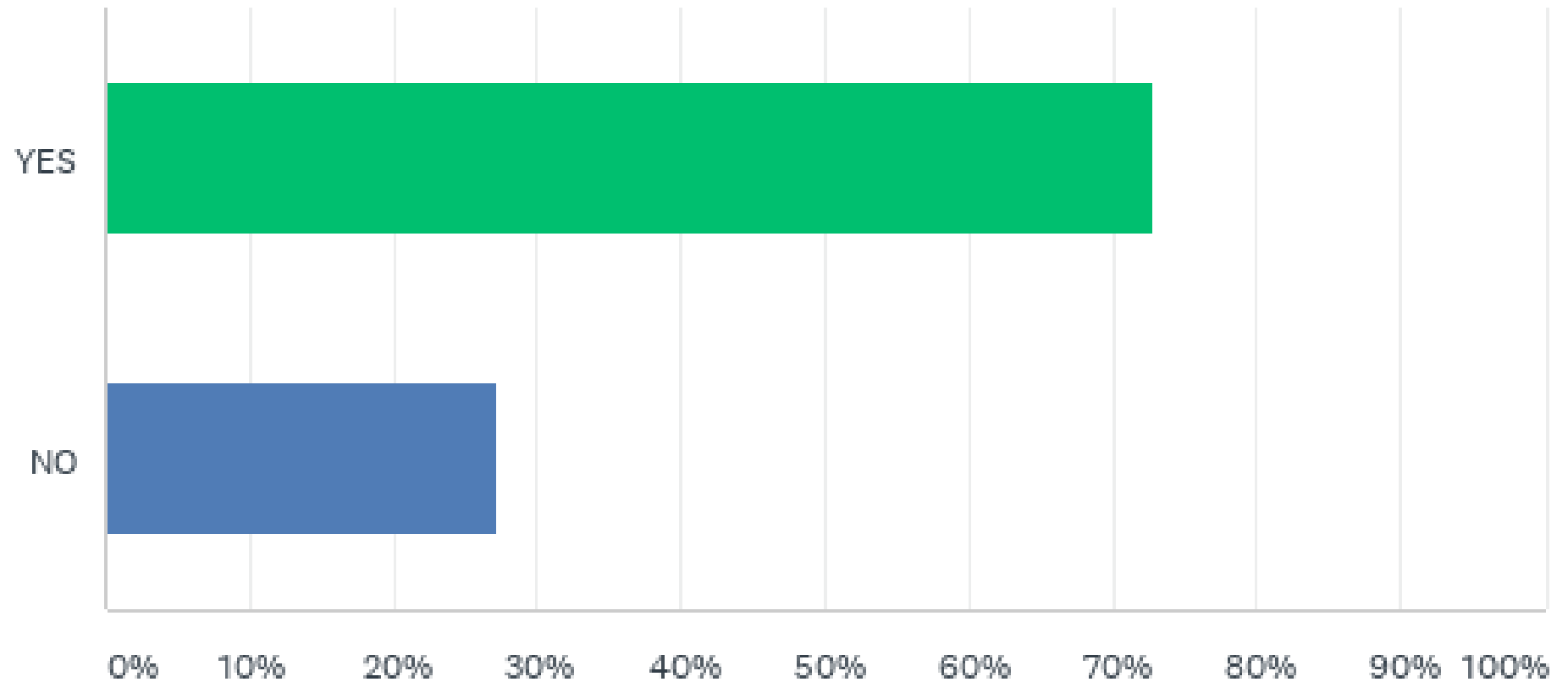
What evidence can you give, if any, of colleagues and partners reacting to or benefiting from our current Conference content? Could you provide some key words or more descriptive feedback?

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- Some useful content
- Interesting to understand direction of sustainability topic in tape business.
- Discussion on what is green deal and which areas are effected by this where tape is used
- none
- I think 5 people more than normal attended
- Questions like, what can we do to improve sustainability are discussed
- I miss the network possibilitie of a live event, however
- Regulatory update parts were shown in in-company presentation

## V6: Do you feel that the theme and content of Afera's online Conference sessions could appeal to a wider audience within your company and partner organisations?

Beantwoord: 22 Overgeslagen: 0



# If possible, please explain why and how we might reach them:

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- Via current contacts.
- The whole adhesive team is aware of the conference.
- Topics are mostly relevant for anyone in the tape business. Reach them via social media, direct mail campaign,...
- Companies have focused to sustain their existing business share. Lack of resources for the time being.
- we should not try as Afera, there is enough information out there
- Your members need to be more active internally
- Due to the current situation, regular emails is a good option
- not applicable for me
- Depending on the topic we could invite people of different departements.
- For sustainability questions, the tape industry is very special speaking for a chemical manufacturer with many served markets.
- already attending
- Through me :-)