

Afera Marketing Committee (MKC) Meeting Minutes

Date: 13 September 2021 Time: 14.00 – 15.30 Venue: Online

Actions: MKC Members > all those interested in taking over the position of MKC Chairman should contact ES or AL immediately (*see follow-up note in agenda item 1C*)
 AL > org. recording of the Valencia Conference w/Conf. support group
 ES > contact VITO Irmen once they have recovered from the German storms
 AL > after Valencia Conf., set up a call with Mem-WG to set forward actions
 ES/AL > Organise during the next Committee Meetings a separate meeting just for Sus-WG Members from both the MKC and TC to discuss Afera Flagship Sus Project
 CvdV > contact each MKC Member to determine if useful (marketing) information could be provided to her re: reg. affairs issues
 MKC Members > review [Afera's 9 September Webinar](#)

Present:

1. GS	Giovanni Scognamiglio (3M Europe, Italy)
2. JO	Joanna Oleskow (Advance Tapes International Ltd.)
3. RK	Rupert Kichler (Avery Dennison Performance Tapes)
4. IM	Izzat Midani (Dow Europe GmbH)
5. ES	Evert Smit (Afera President, Lohmann GmbH & Co KG)
1. GJvR	Gert-Jan van Ruler (DRT - Les Dérivés Résiniques et Terpéniques)
6. FH	Florian Heller (Mondi Group)
7. SN	Stefan Neuner (Neenah Performance Materials)
8. WA	Wolfgang Aufmuth (Seksui Alveo)
9. KK	Karsten Krahwinkel (tesa SE)
10. AL	Astrid Lejeune (Afera Secretary-General, Lejeune Association Management)
11. BF	Bathsheba Fulton (Afera Communications)
12. BvL	Bert van Loon (Afera Strategist)

Excused:

13. AV	Aris Venetis (Atlas Tapes SA)
14. SM	Stefan Meirsmann (Nitto Europe N.V.)
15. DB	Deniz Bölükbaşı (Organik Kimya SAN. Ve TIC. A.Ş.)
16. EV	Elke Verbaarschot (Lejeune Association Management)

Chairman: E.Smit (Interim)
Secretary: A. Lejeune
Date of Next Meeting: February 2022, exact date and location TBA by AL

Content

* Note:

- Refer to the **Afera MKC Presentation 13 September 2021** co-ordinating with these Minutes
- A recording of the Meeting is available [here](#), password (no spaces before or after): 9wx%dlB5
- **Red, highlighted** names denote expected actions.

The following existing WGs are as historically listed at afera.com and will be subject to adjustment with the new leadership and positioning of the MKC:

MKC Working Groups	
Content Generation & Engagement (CGE-WG) > Conference Programme Also a TC WG	Aris Venetis, Atlas Rupert Kichler, Avery Dennison Astrid Lejeune, Afera Bert van Loon, Afera Evert Smit, Lohmann Karsten Krahwinkel, tesa
Marketing Communications (MarCom-WG)	Elke Verbaarschot, Leader, Afera Bathsheba Fulton, Afera Bert van Loon, Afera <i>MKC Members consulted as needed</i>
Membership Recruitment (Mem-WG)	Stefan Meirsman, Nitto, Leader Astrid Lejeune Bathsheba Fulton, Afera Joanna Oleskow, Advance Tapes Stefan Neuner, Neenah
Sustainability (Sus-WG) Also a TC WG	Deniz Bölükbaşı, Organik Kimya, Leader Giovanni Scognamiglio, 3M Wolfgang Aufmuth, Sekisui Alveo Gert-Jan van Ruler, DRT
Industry Promotion (Promo-WG)	Rupert Kichler, Avery Dennison Karsten Krahwinkel, tesa

1. Opening

- A. Competition law compliance was reviewed > See slides 2-3.
- B. 10 February 2021 virtual Meeting, Minutes content approval > Approved by MKC.

- C. Stepping back of Jacques Geijssen as Chairman; interim Chairman Evert Smit > ES explained that because of other commitments that did not allow him to perform optimally as MKC Chairman, Jacques Geijssen (American Biltrite Inc.) had stepped back from his position and the Committee. ES said he would chair one MKC Meeting until a successor was determined. **Any MKC Member who was interested in the position was encouraged to contact ES or AL immediately.** *Since the Meeting, RK has put himself forward as a candidate for MKC Chair, which will be subject to a vote at the General Assembly on 21 October. GS has agreed to take on the position of Vice-Chair, which does not require election.*
- D. Introduction of new Members > Izzat Midani (marketing manager of packaging and specialty plastics for EMEA at Dow Adhesives) was welcomed to the MKC. A round of introductions was held.
- E. Review of (open) actions > See slide 4. ES explained that Afera had evolved and strengthened its role over the last few years. He would like to further increase Afera's relevance to our Members, who consist of a large group of tape manufacturers and a larger group of suppliers, converters and other entities in the tape value chain. We need to be useful in these turbulent times for business, which is not just affected by the Covid pandemic but the onset of European regulation related to the Green Deal. ES reviewed the action points in the previous Meeting's Minutes.

2. Working Group updates by WG leaders

- A. Conference support group > See slide 6. AL reported that she, along with the support of Anne-Mare Klink (3M), Martijn Verhagen (Lohmann), Jean-Loup Masson (Novacel), Pablo Englebienne (Afera Reg. Affairs Manager), ES, RK and BvL, had pulled together a strong Working Programme for [the event](#) taking place on 29 September – 1 October in Valencia, Spain. This was not an easy feat considering the circumstances of the last year. **AL will organise the recording of the conference with the WG** so that people who are not allowed to travel can view it later. ES emphasised the importance of the Industry meeting face-to-face once again.
- B. Marketing Communications (MarCom-WG) – AL for EV > See slides 5-6 for update on ongoing tasks re: afera.com and social media channels. [Afera's Design that Sticks Twitter account](#) has increased in followers to 5,449 which is quite stable. The [Afera Adhesive Tape Twitter account](#), which is aimed at our industry association Members, has increased to 421. EV has again invited more Afera Member Company contacts to follow our [Afera Member LinkedIn account](#), which has reached a new high of 644 followers. There was also more activity registered on this account due to Technical Seminar posts. After the pandemic slowed things down in 2020, afera.com traffic also recovered and increased in 2021 (+22% users, +19% pageviews and +22% sessions). In March, there were many referrals from the [Afera Annual Conference website](#). By the end of Q1, website stats were back on track, with a peak in June.

Creating an online community > Adding a more continuous online community layer to the current physical Afera activities during non-COVID times is a project EV would like to launch soon with the support of the MKC

and others from the adhesive tape industry. BvL explained that this would provide the opportunity for more continuous online interaction within the Association community. People who are in more specialty jobs and not able to travel now but perhaps could do so in the future, such as sustainability specialists in companies, could be linked up to each other to experience an online version of Afera. The 2 pillars of an online community are content & connections and technology, in this order. EV will contact MKC Members over the next few months to gather ideas about how to set up this potential project.

- C. New Member recruitment (Mem-WG) – AL > See slide 7. AL reported that the Mem-WG had been successful in its endeavours this year. It has met several times since the last MKG Meeting, polishing and targeting a list of 31 tape manufacturers for Membership recruitment. BF had drafted mailer texts and short presentations to send to potential Members. Each of these were invited to hold a call with several Members of the Mem-WG and/or with ES. Adesia (France), AFTC Group (Netherlands), ATyT (Spain) and Siliconature (Italy) accepted calls/invitations and subsequently joined Afera. Monta (Germany) is attending the Valencia Conference and is considering joining. Klöckner Pentaplast (Germany), Start International (U.S.A., who had a call with ES) and Trinseo (Switzerland) are considering joining. VITO Irmen (Germany) cancelled its Membership last year, but **ES will get back in contact with them once they have recovered from the hard-hitting storms in Germany. AL will set up a call with the Mem-WG after the Valencia Conference to set forward actions.** ES concluded that Afera will further attract new Members as it develops its support programmes in the areas of European regulation and the Green Deal.

3. Repositioning Afera's MKC

- A. Discussion of ideas of last Meeting – ES > A discussion was held on the role of Afera's MKC, the approach of which was agreed to have been more conservative until now. This could be seen as a transition period of marketing moving from "growing the pie" to communicating effectively that tapes are enablers of sustainable solutions. The Meeting established that the MKC indeed has a valuable purpose, which needs to be defined in relation to the goals and activities of the Technical Committee (TC) over the next year. It should do this utilising the resources it already has. Before this happens, a new MKC leader must be identified. ES and AL indicated that this process is actively underway (see Agenda item 1C).
- a. Tasks that could be chosen for the MKC's focus:
 - i. Translating **Afera's Steering Committee strategy into policies and projects** (narrative, scope, etc.), relaying the related info. (content and connections/contacts) and delegating the work to the MarCom-WG, basically "demand generation towards Afera's mission". Demand/direction will come from Members/-Industry once these elements are put in place. MKC Members must offer permanent support and accessibility.
 - ii. Making clear to the greater industry that **adhesive tapes are valuable. They enable sustainable solutions.** Tell our story.
 - iii. Ensuring **the European adhesive tape industry is heard;**

- tackling **the big industry challenges** ahead.
- iv. Because of the current consumer push, addressing **sustainability as a megatrend**; putting higher on tape manufacturers' priority list discussion of the most important aspects – as well as those of all players in the value chain; working with the TC, create **an Industry vision which is the Afera Flagship Sustainability Project (FSP)** or go even beyond this. "Refresh and reset" the Sus-WG, creating some actions that can be taken in the short-term (GS suggested holding a short call soon). Small- and medium-sized companies (SMEs), as well as large companies, are seeking guidance. Afera can serve as a "house of answers", perhaps even supplying **standardised sustainability guidelines** just as it does test methods. **ES said he/AL would organise during the next Committee Meetings a separate meeting just for Sus-WG Members from both the MKC and TC to discuss the FSP.**
 - v. Communicating about **regulatory developments** (as business themes), such as traceability (system for raw materials) and conflict minerals and how Members should discuss these with their customers.
 - vi. Serving as **a conversation partner of the TC** and/or translating the **TC's topics into finely tuned buzz words**, reflecting the Industry's common goals.
- b. Some questions, ideas and issues for the new MKC Chairman to explore:
 - i. How can we make the MKC more active/enthusiastic?
 - ii. The MKC exists to promote the European adhesive tape industry, especially on behalf of SMEs. We are in this together as an industry. Our competition is not each other but other bonding technologies.
 - iii. No individual company, no matter its size, can approach institutions in Brussels. This must be done as a platform on behalf of an entire industry.
 - iv. How can we communicate the Afera FSP/Green Deal to our Members? This involves reaching out to Members, content generation.
 - v. Should the MKC consult the label community on its programmes and activities? The tape industry is as large as the label industry in terms of adhesive consumption.
- B. Afera FSP > ES reported that Afera Regulatory Affairs Manager Pablo Englebienne will lead the Project going forward. **Charlotte van der Voordt, Afera's new reg. affairs asst., will contact each of the MKC Members to determine if any useful (marketing) information could be provided to her re: reg. affairs issues.** This will support in Afera's building of a story. **All MKC Members were instructed to review [Afera's 9 September Webinar](#) covering circularity in cross-industry alliance 4evergreen and release liner sustainability and recycling issues.** Marketing issues related to sustainability were discussed.

4. Other business

- A. No other business was brought before the MKC.

5. Next Meeting

- A. AL said that she hoped the MKC would meet face-to-face for its regular biannual Meeting in February. She explained that originally, the Annual Conference location planned for 2020 would have been Istanbul. Following feedback at the Lisbon Conference in 2019, this had been cancelled due to security concerns of some Member Companies about the chosen location. Afera still has a sizable deposit at the Conference hotel in Istanbul that can only be used until April 2022; this could be used towards Committee delegates' room expenses if Committee Meetings were held there in February 2022. A Member delegate of Organik had reported in the TC Meeting that morning that vaccination rates in Turkey are high and COVID rates stabilised, on both counts similar to the situation in Europe. The SC will discuss this in their Meeting and inform the TC of the resulting option(s).

Astrid Lejeune
The Hague, 7 October 2021

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.
