

Afera Marketing Committee (MKC) Meeting Minutes

Date: 28 September 2022 Time: 9.00 – 12.30

Venue: Hotel Las Arenas
Balneario Resort, Valencia,
Spain

Actions: All MKC Members > inform EV of LinkedIn groups in which stories about tapes could be published
 RK and GS > create feedback loop on 2 focal topics listed in item 2.B.a.i and ii with TC Chair Reinhard Storbeck and Regulatory Affairs Mgr. Pablo Englebienne
 EV > set up follow-up Member survey to identify the gaps that need to be filled in 2 focal topics listed in item 2.B.a.i and ii
 EV > ask all MKC Members to provide input in the form of draft survey questions along lines of 2 focal topics

Present:

1. **RK** Rupert Kichler (MKC Chairman, Avery Dennison Performance Tapes)
2. **GS** Giovanni Scognamiglio (MKC Vice-Chairman, 3M Europe, Italy), *online*
3. **KU** Kerstin Unverhau, 3M Europe
4. **CM** Cheryl Marsh (Advance Tapes International, Ltd.), *online*
5. **AV** Aris Venetis (Atlas Tapes SA), *online*
6. **IM** Izzat Midani (Dow Europe GmbH), *online*
7. **AB** Anita Barni (ICAP-SIRA Chemicals and Polymers SpA)
8. **ES** Evert Smit (Afera President, Lohmann GmbH & Co KG)
9. **SH** Sonja Haug (Loparex B.V.)
10. **SN** Stefan Neuner (Neenah Performance Materials)
11. **YS** Yasemin Seyren (Organik Kimya SAN. Ve TIC. A.Ş.)
12. **WA** Wolfgang Aufmuth (Seksui Alveo)
13. **AL** Astrid Lejeune (Afera Secretary-General, Lejeune Association Management)
14. **EV** Elke Verbaarschot (Lejeune Association Management)
15. **BF** Bathsheba Fulton (Afera Communications)
16. **BvL** Bert van Loon (Afera Strategist)

Excused:

1. **GJvR** Gert-Jan van Ruler (DRT - Les Dérivés Résiniques et Terpéniques)
2. **FH** Florian Heller (Mondi Group)
3. **SM** Stefan Meirsman (Nitto Europe N.V.)
4. **KK** Karsten Krahwinkel (tesa SE)

Chairman: R. Kichler
Secretary: A. Lejeune

Dates of Next Meetings: A physical meeting is set for **Wednesday, 8 February 2023 (9.00-12.30)** in Düsseldorf, Germany, followed by lunch. Dinner is scheduled **the evening before** together with the Technical Committee, **meeting in the hotel lobby at 19.00.**

A virtual Meeting is scheduled to take place on **Thursday, 13 October 2022 (14.00-15.00).**

Content

*** Note:**

- Refer to the **Afera MKC Presentation 28 September 2022** co-ordinating with these Minutes
- Red, highlighted** names denote expected actions.

MKC Working Groups	
Content Generation & Engagement (CGE-WG) > Conference Programme Also a TC WG	Rupert Kichler, Avery Dennison Astrid Lejeune, Afera Bert van Loon, Afera Evert Smit, Lohmann Anne-Marie Klink, TC Vice-Chair, 3M Europe Jean-Loup Masson, SC, TC, Novacel
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, Afera Bathsheba Fulton, Afera Joanna Oleskow, Advance Tapes Stefan Neuner, Neenah
AFSP Workstream Members (of Members and Member Companies represented on MKC)	Rupert Kichler, Avery Dennison, WS1 Quin Dams, Avery Dennison, WS2 Anne Verhaert, Avery Dennison, WS3 Giovanni Scognamiglio, 3M Europe, WS2 Anne-Marie Klink, TC Vice-Chair, 3M Europe, WS1 Danny Beekman, TC, DRT, WS1 Martijn Verhagen, TC, Lohmann, WS1 Florian Heller, Mondi, WS2 Michel Sabo, TC, Nitto Belgium, WS2 Satish Palika, TC, Seksui Alveo, WS1 Reinhard Storbeck, TC Chair, SC, tesa, WS1,2,3

	Andreas Wieck, tesa, WS2
Industry Promotion (Promo-WG)	Rupert Kichler, Avery Dennison Karsten Krahwinkel, tesa

1. Opening, agenda, competition law compliance

- A. Opening, agenda > RK welcomed all present, both physically and virtually. A short round of introductions took place.
- B. Afera’s Competition Law Compliance Policy was reviewed and confirmed by all present.

2. Approval of Minutes of 20 April and 8 February 2022 Meetings

- A. The Minutes of the Afera MKC Meetings held on 20 April and 8 February via Zoom were approved and signed as a true record of proceedings.

3. Brief MarCom Update

- A. See slides 6-8 for update on statistics re: afera.com and social media channels.
 - a. Afera’s Design that Sticks Twitter account has 5,477 followers, who are mainly engineers and students. This has an external Industry focus on product design, regularly incorporating links back to afera.com. The Afera Adhesive Tape Twitter account, which is aimed at our industry association Members, has increased to 467. The Afera Member LinkedIn account has reached a new high of 922 followers.
 - b. afera.com traffic was the same in 2022 as it was in 2021 (+0.36% users, -2.7% pageviews and +0.23% sessions). April saw a marked peak probably due to Tape College traffic.
 - c. #ThatSticks Campaign > In order to reach out to a wider audience than the tape industry, EV has launched a new project in which she shares Member stories of (unusual) applications to illustrate the wide range of possibilities and capabilities in the world of tape to Industry outsiders. Stories about both unexpected and known applications from the consumer point of view have been requested of Members. So far, on our social media channels and related LinkedIn groups, she has published a medical story, and another is planned for household goods. This is proceeding slowly because of Member Company approval cycles. **MKC Members should inform EV of LinkedIn groups they feel are good for publishing material about tapes.**

4. Repositioned Afera MKC agenda

- A. 4 blocker new MKC positioning > After regular meetings and brainstorming sessions with the Afera Team and MKC Members over the last 6 months, GS has created and presented the following slide (slide 9), explaining its components to the group:

AFERA Marketing Committee - 4 Blocker



Mission	What / Areas of Focus
<p>Amplify Afera Expertise / Resources / Networking Capabilities in order to be recognized as the undisputed European Tape Industry House of Answers.</p> <p>Unleash the Afera Know how to generate traction and support continued new Membership Recruiting.</p>	<ul style="list-style-type: none"> • Market Insights <ul style="list-style-type: none"> • Tape Industry Analytics (ie Freedonia / Exxon Market data) • European Industrial Association combined Data • Technology Trends <ul style="list-style-type: none"> • Painting / AI / Closing • Prioritized Verticals <ul style="list-style-type: none"> • Transportation / F&B / Other • Association Prioritized Topics Deployment <ul style="list-style-type: none"> • Forthcoming Regulations • AFSP
How / Tactics	MKC Members expected contribution
<ul style="list-style-type: none"> • Opinion Survey <ul style="list-style-type: none"> • New vs Historical Members Feedback • Collect Voice of Members • Communication <ul style="list-style-type: none"> • Social Media • Digital Channel • "Where to Go" Guide to refresh/simplify Site Access and reinforce Members awareness • Marketing Calendar (based on the "what") <ul style="list-style-type: none"> • Ad hoc Campaign • Webinars • Lectures 	<ul style="list-style-type: none"> • Promote, suggest, validate priority markets • Select the most relevant Technology Trend having a medium – long term impact for the Tape Industry • Approve the Communication Plan • Support the initiatives that will be part of the Marketing Calendar

- B. Results of opinion survey "Afera: House of Answers" – slides 10-15 > EV conducted a survey among Afera’s Membership to determine what their areas of interest are re: technology and market trends, sustainability, market data and analyses, and regulations and product declarations. 81 Member delegates participated. The results, which can also be found online [here](#), indicate that tape and adhesives technology trends, ecological and recyclable tape solutions, tech and app trend growth potential and expected volumes data, and PCF are most important to Afera’s Membership.

- a. Decide on topics, priorities and actions (shortlist) > The group agreed to focus on the following topics:
- i. Adhesive tape technology and application trends**
 1. Ask Members what their customers are seeing
 2. Dispersions versus solvent > what are the challenges?
 - ii. Sustainability and regulations**
 1. Availability of raw materials
 2. What do Afera Members have to do?
- b. Setting work streams and leads > **RK and GS will create a feedback loop on the above 2 topics with Afera TC Chairman Reinhard Storbeck and Afera Regulatory Affairs Manager Pablo Englebienne. EV will set up a follow-up Member survey to identify the gaps that need to be filled in the above topics**, as in: "We have determined adhesive tape technology and

applications trends, along with sustainability and regulations, to be the most important topics our Members want Afera to address. Now we would like to dig deeper into these areas to establish in more detail what should be covered." EV will ask all MKC Members to provide input in the form of draft survey questions along the lines of the 2 focal topics.

- C. Content focus & calendar 2023 > It was determined that the above actions should be addressed first before establishing tasks/projects and a schedule/timeframe. Once the MKC identifies what we would like to do, we will see if we have the budget for it (or create one).
- a. Including Malta Conference Programme 2023 > This item will be addressed according to the outcome of above actions.

5. Other business

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

6. Next Meetings

- A. A physical meeting is set for **Wednesday, 8 February 2023 (9.00-12.30)** in Düsseldorf, Germany, followed by lunch. Dinner is scheduled **the evening before** together with the Technical Committee, **meeting in the hotel lobby at 19.00**.
- B. A virtual Meeting is scheduled to take place on **Thursday, 13 October 2022 (14.00-15.00)**.

Astrid Lejeune
The Hague, 9 October 2022

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.
