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Afera Marketing Committee (MKC) Meeting Minutes

Date: 8 February 2022

Time: 14.00 – 15.30

Venue: Online

Actions:

- BvL > launch Conf. booking website, theme, Conf. Programme and confirm speakers March-May
- BvL > update 1-pager incl. general theme and specific topics to present for discussion in Conf. planning team meetings
- MKC Members > tell AL whether you will stay in the MKC, be supported by a colleague, or replaced by a colleague (w/new 3-topic agenda)
- RK/GS > finetune 3 topics further with Reinhard and Pablo and some MKC Members (according to progress in Workstreams), then use MKC April meeting to determine and propose to TC and AFSP-WG what is concrete enough now to communicate
- AL > schedule next online MKC Meeting, including new/additional Member Company delegates

Present:

1. **RK** Rupert Kichler (MKC Chairman, Avery Dennison Performance Tapes)
2. **GS** Giovanni Scognamiglio (MKC Vice-Chairman, 3M Europe, Italy)
3. **JO, CM** Joanna Oleskow, Cheryl Marsh (Advance Tapes International, Ltd.)
4. **AV** Aris Venetis (Atlas Tapes SA)
5. **GJvR** Gert-Jan van Ruler (DRT - Les Dérivés Résiniques et Terpéniques)
6. **ES** Evert Smit (Afera President, Lohmann GmbH & Co KG)
7. **FH** Florian Heller (Mondi Group)
8. **SN** Stefan Neuner (Neeah Performance Materials)
9. **SM** Stefan Meirman (Nitto Europe N.V.)
10. **YS** Yasemin Seyren (Organik Kimya SAN. Ve TIC. A.Ş.)
11. **WA** Wolfgang Aufmuth (Seksui Alveo)
12. **AL** Astrid Lejeune (Afera Secretary-General, Lejeune Association Management)
13. **EV** Elke Verbaarschot (Lejeune Association Management)
14. **BF** Bathsheba Fulton (Afera Communications)
15. **BvL** Bert van Loon (Afera Strategist)

Excused:

16. **IM** Izzat Midani (Dow Europe GmbH)
17. **KK** Karsten Krahwinkel (tesa SE)

Chairman: R. Kichler
Secretary: A. Lejeune

Date of Next Physical Meeting:

Wednesday, 28 September 2022 (9.00-12.30) at the Hotel Las Arenas Balneario Resort, Valencia, Spain, before the 65th Annual Conference. Lunch will be included. A virtual Meeting is scheduled to take place on **Tuesday, 8 March 2022 (15.15-16.00)**. *In the meantime, the latter online meeting was postponed to **Wednesday, 20 April 2022 (14.00-15.00)**.*

Content

* **Note:**

- Refer to the **Afera MKC Presentation 8 February 2022** co-ordinating with these Minutes
- A recording of the Meeting is available [here](#), password (no spaces before or after): D5v?yC4c
- **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 Meirman, 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

- A. Competition law compliance was reviewed > See slides 2-3. Following unanimous confirmation of Afera’s policy, RK and GS were introduced as Afera’s new MKC Chairman and Vice-Chairman.
- B. 13 September 2021 virtual Meeting, Minutes content approval - RK > Approved by MKC.
- C. Introduction of new Members - RK > Cheryl Marsh (commercial manager at Advance Tapes International, Ltd.) was welcomed to the MKC.
- D. Review of agenda - RK > See slide 4. RK remarked that the agenda is now more relevant to what we see in the news and hear from our customers. The value of waste management and recycling is becoming much more important. A recent BBC report covered the exaggeration of businesses about their progress in sustainability, because they do not have accurate ways of measuring their performance in this area. Afera can provide context and support in all these areas. GS added that the Association’s role is to connect the dots for the Industry.

2. Working Group updates by WG leaders

- A. Conference support group – theme/composition WG - BvL > See slide 7. AL reviewed plans for the upcoming Afera 65th Annual Conference, set to be held face-to-face 28-30 September at Hotel Las Arenas Balneario Resort, Valencia, Spain. This year’s event is set to be more heavily attended than last year’s, which was still quite successful.

AL and BvL are working with the same small team again in planning/organising the content: RK; ES; Anne-Marie Klink, Afera TC Vice-Chairman, 3M Europe; and Jean-Loup Masson, Afera TC, Novacel SAS. **BvL plans to launch the website (save-the-date, theme) for early booking by the end of March.** V1 of the draft Working Programme will be published in April. Speakers will be identified and confirmed by the end of May.

The event theme will be “The shape of tape in the next decade,” which is broad enough to cover sustainability and circularity, recyclability, disruptive market trends, (broken, influences and reshaping of) supply chain, future product generation, inflation, pricing and value chain, raw materials

shortage, economic drivers, business models, value creation, technologies, e-commerce, rebuilding the backbone of the Industry, digitisation, etc., while not making past themes seem repetitive. **BvL has drafted and is updating a 1-pager including the general theme and specific topics to present for discussion with the Conference planning team at their meetings.**

- B. New Member recruitment (Mem-WG) – AL > This item was not discussed due to time constraints.
- C. Marketing Communications (MarCom-WG) – EV > See slides 8-9 for update on ongoing tasks re: afera.com and social media channels. All figures for the year 2021 were stable or increasing. [Afera's Design that Sticks Twitter account](#) has 5,427 followers. The [Afera Adhesive Tape Twitter account](#), which is aimed at our industry association Members, has increased to 443. EV has again invited more Afera Member Company contacts to follow our [Afera Member LinkedIn account](#), which has reached a new high of 765 followers. EV plans to keep managing followers and following accounts following the Design account in order maintain numbers. After the pandemic slowed things down in 2020, afera.com traffic also recovered and increased in 2021 (+24.8% users, +19.3% pageviews and +23.7% sessions). In March 2021, there were many referrals from the [Afera Annual Conference website](#). The summer saw longer session duration, with most visitors perusing the Member Directory.

#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. The response has been positive, and EV will also be conducting some Member Company visits. She plans to focus on a different market segment/application monthly.

Community project > EV is researching topics of most benefit to Afera Members and features needed for an online community. In order to create a substantial result, EV and BvL will require some time in setting this up. Then it can be built out as we go.

3. Repositioned Afera MKC agenda

- A. Key MKC communication output (to Members and the outside world) on the TOP 3 topics in close alignment with TC and AFSP WG – RK > See slide 10. RK reported that he had held a meeting before this one to cue in on the areas in which the MKC can effectively and realistically deliver, both in content and communication. The primary theme is Afera's Flagship Sustainability Project, and the TC has indicated that there are aspects which need more/better marketing support, namely items B.a, -b and -c below (the shortlist of topics) and
- a. industry association position and recommendations on how to address these opportunities
 - b. industry sector guidelines and orientation for new and existing Afera

Members, e.g. what are good criteria, audit companies, best practices and how to avoid greenwashing.

- B. Topics > RK and GS had agreed in a previous meeting that the below 3 topics are more than enough for the MKC to cover. They complement the AFSP workstream and regulatory mission well. The MKC needs to determine what exactly should be communicated about the following:
- a. **New/forthcoming regulations** – What will they mean for us and the Industry, as only company experts can determine.
 - b. **Sustainability criteria**, e.g.
 - i. Calculation methods – difficult workstream but of great interest to the tape industry in general and where the MKC can really make a contribution.
 - ii. CO₂ footprint measurement and audit companies – same comment as directly above.
 - iii. Sustainable use of packaging tapes – TC needs input on communicating this in particular as they have compiled information on this item – some comments were made to the effect that this topic is a bit narrow and could perhaps be broadened. GS commented that this would be worked on in order to generate useful elements for all Members.
 - iv. Recycling options for release liners – same comments as directly above.
 - c. **Environmental Product Declarations**, i.e.
 - i. REACH compliances
 - ii. Restricted substances list – a future work session is needed to work out how to communicate in this area the enablers of tapes/sustainability – next steps must be finetuned.
- C. Way forward > Each MKC gave his/her input and agreed on the following:
- a. Afera needs to become “the house of answers” for Members and the tape industry, determining what should be communicated to the outside world and how.
 - b. All above topics (B.a, -b and -c) are important to all Members, some more important than others. In particular, MKC Members receive daily customer enquiries related to these topics.
 - c. Are all MKC Members interested in participating in this agenda of topics going forward? Where necessary, each MKC Member must determine the need for an alternate or additional Member Company delegate who is a subject expert/specialist. SM said that Nitto regulatory specialist Ingrid Wasbauer would be happy to support him in the MKC on the shortlisted topics going forward. JO said the same of Advance colleague Alan Gilding who is on Afera’s TC. **All MKC Members must report to AL whether they will stay in the MKC, be supported by a colleague or replaced by a colleague.**
 - d. MKC activities must be aligned with those of the TC, and this has been confirmed today in unanimously agreeing on the above shortlist of topics. **RK/GS will finetune the 3 topics further with Afera Regulatory Affairs Manager Pablo Englebienne and TC Chairman Reinhard Storbeck and a smaller group from the MKC according to the progress of the Workstreams, then meet with the entire MKC to**

determine and propose to the TC and AFSP-WG what is concrete enough now to communicate. This will be done with one voice from Afera.

- e. MKC will also determine upcoming/future topics of possible focus.
- f. MKC will review use of communication tools such as webinars, newsletters, Conference presentations and web banners/material/content.

4. Other business

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

5. Next Meeting

- A. The next Afera MKC physical Meeting will take place on **Wednesday, 28 September 2022 (9.00-12.30)** at the Hotel Las Arenas Balneario Resort, Valencia, Spain, before the 65th Annual Conference. Lunch will be included. A virtual Meeting is scheduled to take place on Tuesday, 8 March 2022 (15.15-16.00). *In the meantime, the latter online meeting was postponed to **Wednesday, 20 April 2022 (14.00-15.00)**.*

Astrid Lejeune
The Hague, 7 March 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.
