

Afera MKC meeting

Wednesday, 4 October 2023 | 09:00 – 12:00 CET

Westin Dragonara Resort, Thessaloniki

Castillian room

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. Opening, agenda, competition law compliance
2. Chair position Marketing Committee
3. Approval minutes 8 February 2023
4. Afera's appealing to packaging and commodity tapes (potential) members' need and interests
5. MARCOM update
6. Conference 2023
7. Brainstorm on possibly creating member (sust.) award
8. Marketing Calendar 2023
9. Other business
10. Next meeting

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MarCom report



- Increase in followers on social media in 2023:
 - 5352 for design Twitter account (-71)
 - 475 for Afera on Twitter (+6)
 - 1176 on LinkedIn (+201)

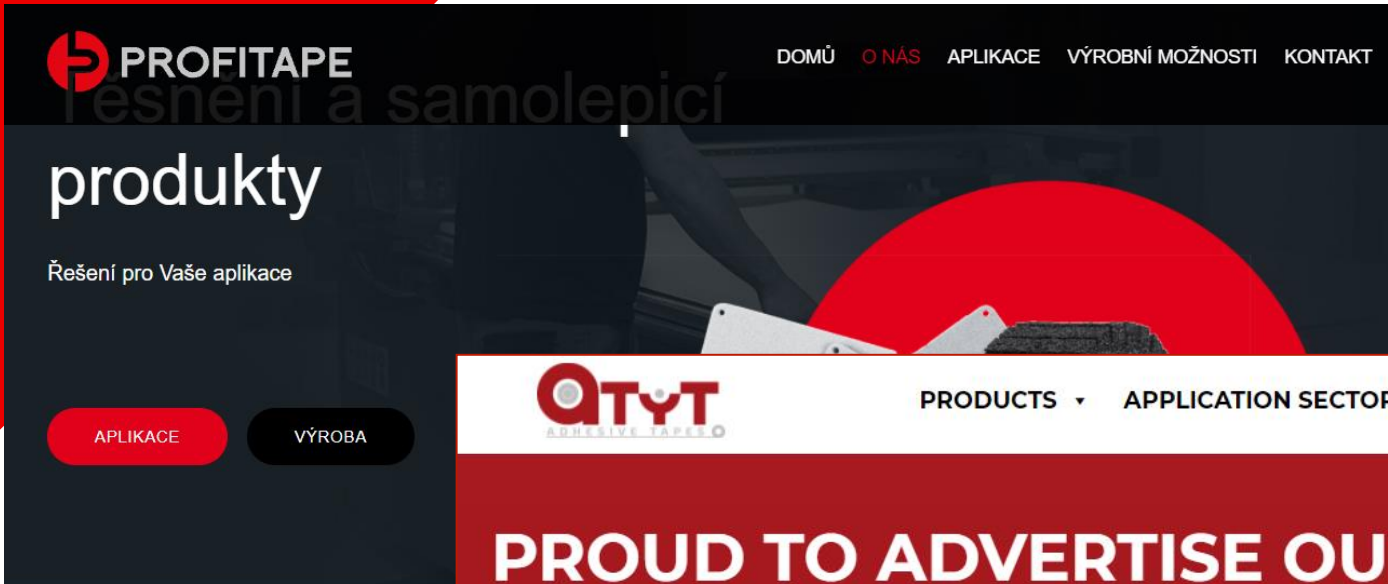


- New stats with GA4 since July 2023 – better insights in visitor's activity
- Optimized layout homepage, menu structure, and why tape section
 - Continuous process of developing and improving – suggestions/feedback welcome

New website statistics

- Tracking of all 'activities' (view, clicks, scrolls, e.g.)
 - Currently 16.975 per month
- # users and # pageviews still the same
- Tracking of activity in specific sections
 - Member directory 2.326 per month
 - Why tape 309 per month
 - Technical center 652 per month
 - News & events 1.522 per month

“Member of Afera” logo-link



A screenshot of the ATyT website banner. The header includes the ATyT logo and navigation links: PRODUCTS, APPLICATION SECTORS, SERVICES, COMPANY, BLOG, and SPANISH. The main text reads: 'PROUD TO ADVERTISE OUR MEMBERSHIP WITH AFERA'. Below this, it says: 'ATyT is proud to announce the union with AFERA (European Association of Adhesive Tape Manufacturers) ensuring an excellent level of quality and service in the products served to our customers.' There is a 'Find out more' button. The banner also features images of adhesive tape rolls and logos for Afera and the Global Tape Forum.



[Find out more](#)



Membership: a recognised Industry standard



Afera

tesa, afera'nın bir üyesidir

her akla uygun endüstrideki üreticiler için e...
tutturucu ve ıslak yapıştırıcı üzerinden Avru...

MKC Committee Member Companies



DRT DOES MORE
FORGING STRONG COMMUNITY RELATIONS

As active participants in our community network, we are in tune with the market and able to adapt to new trends...

NAR AZIENDA PRODUZIONE
self-adhesive tapes

H.B. Fuller Products & Technologies

FINAT
Linking the Label Community

experience and information, we recognise evolution solutions early on for our customers benefit.

SKKISUI alveo

ADVANCE

Atlas tapes is a member of Afera

NEENAH INDUSTRIAL SOLUTIONS

MKC Committee Member Companies



No "Member of Afera" logo

- 3M
- Artimelt
- Dow Europe GmbH
- ICAP-SIRA Chemicals and Polymers SpA
- Lohmann GmbH & Co KG
- Loparex B.V.
- Mondi Group
- NAR SpA
- Nitto Europe N.V.
- Organik Kimya SAN. Ve TIC. A.Ş.
- Synthomer
- tesa SE



Afera Member Company descriptions



FFT Handelsgesellschaft Ph. Schwanbeck GmbH

Contact: Till Sturm
Brookstieg 12
22145 Stapelfeld
+49 (0)40 675 89 10-0
<https://www.fft-converting.com>

Technical adhesive tapes, surface protective films, die cutting and converting – fa

FFT Group is a Germany-based, mid-sized company with subsidiaries in Austria and has been a reliable partner for our customers in the field of adhesive tapes, surface protective films, die cutting and converting for over 60 years. Our customers from many industries, such as the automotive, building & construction, food & beverage, and medical, benefit from our deep knowledge and experience in the converting and product groups.

With our wide converting capabilities and warehouses at 4 locations, we respond to your needs. As an authorised distributor of reputable manufacturers, such as Nitto, Nitto-Gobain, we guarantee the highest product quality. We have been QM-certified since 2021 (IATF 16949 is in progress). Customer satisfaction is our top priority!

Novacel

Contact: Richard Marchant
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<http://www.novacel-solutions.com/>



Chargeurs Protective Films, a division of Chargeurs Group, has been your partner for more than 40 years for processing and converting of protective films, tapes, paper specialties and machines.

Recognised for our leadership and expertise worldwide, Chargeurs Protective Films has gathered all our brands, including Novacel, Boston Tapes Commercial, Main Tape and Novacel Performance Coatings, under one name: Novacel. Chargeurs Protective Films is now named Chargeurs Advanced Materials.

Novacel continues to provide expertise, commitment and responsibility for people and planet. Working with those attributes in mind, our Oxygen range is constantly expanding to help you reduce your carbon footprint when using films. Novacel is also constantly investing in our production assets for the development of new products, while at the same time reducing our impact on the planet. In this way, we have reduced our water consumption by 80% in the last 5 years and are investing in alternative sources of energy, as well as generally reducing our energy consumption.

Visit www.novacel-solutions.com for more information on our offerings, markets, environmental & social approach, and our new customer portal.

Exploring opportunities for partnerships w/media outlets in related industries



Currently pursuing closely:



Exploring opportunities for partnerships w/media outlets in related industries

- Introducing Sreeparna Das, Afera Sustainability Communications Consultant, her role
- Curated content for media
- As marketing experts, sharing your tips on key words/phrases, business subjects/themes and media outlets which inspire/drive your work



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Marketing Comm. Calendar 2023



Mission

Amplify Afera Expertise / Resources / Networking Capabilities in order to be recognized as the undisputed European Tape Industry House of Answers.

Unleash the Afera Know how to generate traction and support continued new Membership Recruiting.

- Subjects/Areas of focus defined on basis of trend survey
 - Other projects? (roll out brand strategy?)
- What formats do we want to create and execute in 2023, next to the existing conference?
 - Think of both internal - within (potential) membership – and external (collaboration?)
- Create communication plan/action plan per format/project
 - Do we need focus groups?

Communications plan

- Active planning (e.g. events, accomplishments) vs. proactive tasks (e.g. latest/breaking news)
- Content calendar >
 - ✓ *Afera News* > 8 editions/year, 4 regular + 4 sustainable
 - Do you have company news to provide to us?
 - Do you have colleagues to add to our distribution list?
 - ✓ [afera.com/socials](https://www.afera.com/socials) > daily, weekly postings
 - How can you support Afera in reaching your colleagues, partners, networks?
 - ✓ Events > promotion 4 months before, 2 brief articles, news blips, weekly socials presence, daily updates on socials at actual events
 - Annual Conference
 - Committee Meetings (internal focus: themes, subjects, projects, accomplishments)
 - Annual General Assembly
 - Technical Event (Technical Seminar)
 - GTF/GTMC Meetings
 - Are there other events which we can highlight and plan for in the tapes industry calendar?
 - Are there events at which Afera should have a presence or at which you could distribute flyers on behalf of Afera?

Communications plan (cont'd)

- ✓ Committee production/releases/accomplishments
 - Brief article, socials announcement, press releases for media
 - How do you think we can better profile what Committees do, and how other Members could get involved?
- ✓ AFSP WS3 – Advocacy > position statements, regulatory guidances, news updates
 - Communication to Members, short news blips, possible mention on socials
- ✓ New Members
 - Spotlight article, mention on socials
- ✓ President's New Year's msg.
- ✓ Member preferential content >
 - 1) **Adhesive tape technology and application trends**
 - 2) **Sustainability and Regulations**
 - How can we deliver these types of content to Members?
 - What are the hot subjects/topics/buzz words which we can use to follow Industry developments and news?
 - What are the market areas we can explore to build out presence in the above content areas?
- ✓ Media insertions > themed articles, events
 - Sustainability stories by SD
- Fully realised content calendar/plan to be delivered in Q4 2023.
- Do we have all your current communications/marketing specialists on Afera's comms contact list?

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Monday 11 March 2024 12.00 PM CET

Lunch jointly with TC meeting in afternoon

Preceding the Afera Tape College

Many thanks for your input and support!
