

Futureproofing the adhesive tapes industry: Afera's strategy update for 2025–2030

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Why update Afera's strategy now?



Afera's Mission & Vision 2018 - 2025

Mission:

Afera unites stakeholders along the value chain of the European Tape Industry to ensure and increase the relevance of the Tape Industry in the world of tomorrow.

Vision:

Afera is widely known and valued as the go-to community of the European Tape Industry, where stakeholders connect to address key topics beyond the scope of individual players.

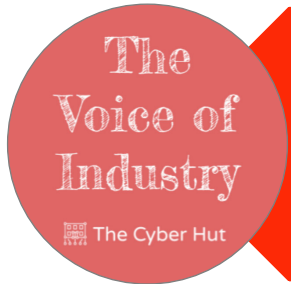
Afera's Goals 2018 - 2025



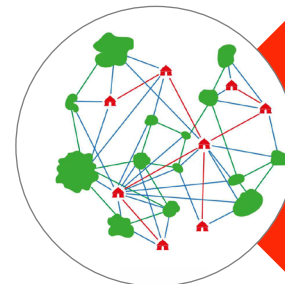
Future-proof the industry



Enable members to stay ahead



Be the voice of the industry



Networking in a neutral environment

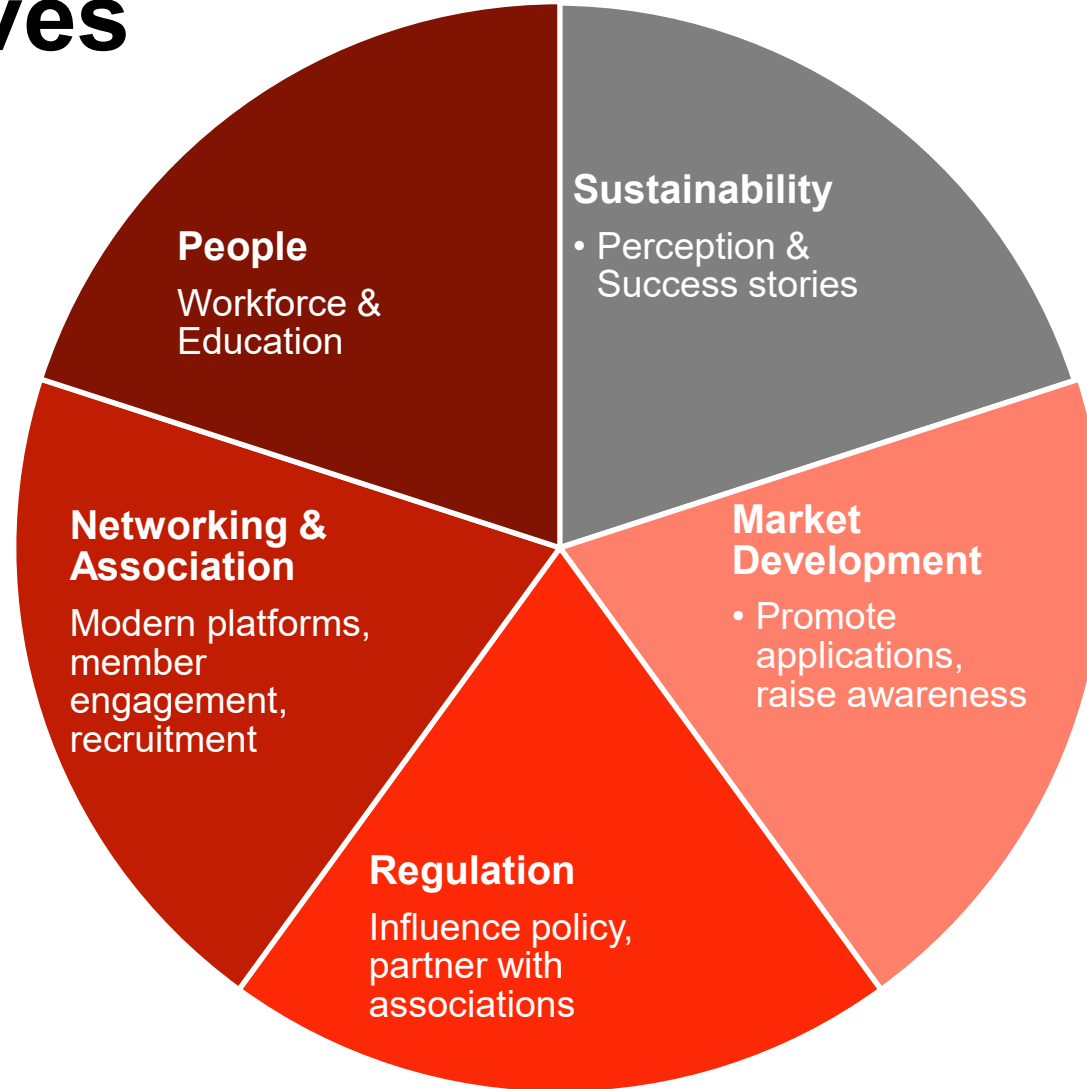


Grow the market



Education
(newcomers & designers)

Afera's Initiatives 2018 - 2025



The World in Transition 2018 - 2025

Jan 31st, 2020

**UK officially exits the
European Union**

Jan 28th, 2020

**Germany confirms first
Covid 19 transmission
in Europe**

Feb 24th, 2022

**War in Europe:
Russia attacks Ukraine**

May 25th, 2021

**Surge in Raw Material Prices and
Logistics Delays Hit European
Chemical Production**

Nov 30th, 2022

**OpenAI publicly launched
its large language model
(LLM), ChatGPT**

Feb 1st, 2023

**What's in the EU Green
Deal Industrial Plan?**

Jun 22nd, 2023

**Commission report finds labour
and skills shortages persist**

Apr 4th, 2025

**Trump tariffs sow fears
of trade wars, recession
and a global stock rout**

Afera Member Strategy Survey 2025 – Key Facts

52 respondents,
47% response rate

High Loyalty:
84% respondents
> 5 years in Afera

Afera highly relevant:
4.1/5.0

>50% tape
manufacturers, plus
suppliers, converters,
machinery

Afera Member Strategy Survey 2025 – What matters most to members

50% - Standardization and
technical guidelines

42% - Advocacy / Lobbying

35% - Market Intelligence

Additional focus areas:

- regulatory support
- sustainability
- workforce education

Afera Member Strategy Survey 2025 – Services today & Future needs

Services today:

- *Highest satisfaction: Events & networking (4.12/5)*
- *Positive feedback for working groups & communication*
- *Advocacy rated well, but call for more proactivity*
- *90% confirm current services are valuable*

Future needs:

- *Members call for sustainability & circular economy initiatives*
- *Stronger EU policy engagement*
- *Workforce development in focus*

Afera Strategy House 2025 - 2030

VISION:

Afera is known and valued as the go-to community of the European Tape Industry to address current and future key topics, that individual stakeholders cannot tackle by themselves.

Regulatory



Networking



Sustainability & Circularity



Technical Guidelines



Market Intelligence



PRINCIPLES:

Neutrality, Collaboration, Member-driven actions, Awareness, Communication, Transparency, Education

Afera Strategic Initiatives



Regulatory

- Regular Newsletters
- Webinars on specific topics
- Partner with other associations for lobbying



Networking

- Annual Conference to remain the key networking event
- Connect with downstream associations



Sustainability & Circularity

- Continue to provide information
- Webinars on specific topics
- Visibility on website
- Engage members



Technical Guidelines

- Continue standardization work
- Modernize tape college format
- Educate members about AI



Market Intelligence

- Assess the idea of regular trend surveys and data surveys
- Make information visible on website

Status on Strategic Initiatives

All initiatives active – strongest progress in Regulatory, Technical & Market Intelligence; Sustainability & AI in pilot stage

Regulatory

- New combined newsletter under development
- First dedicated regulatory section live on website
- Webinars under evaluation; list of topics prepared
- Closer cooperation with FEICA

Networking

- Annual Conference remains key event (tested combined formats in Thessaloniki & Porto)
- Downstream outreach list in progress, first results expected

Sustainability & Circularity

- Website section updated with fresh content
- PCF Tool pilot (3 companies, demo planned)
- Engagement list being created
- Recycling survey postponed – focus on event feedback instead

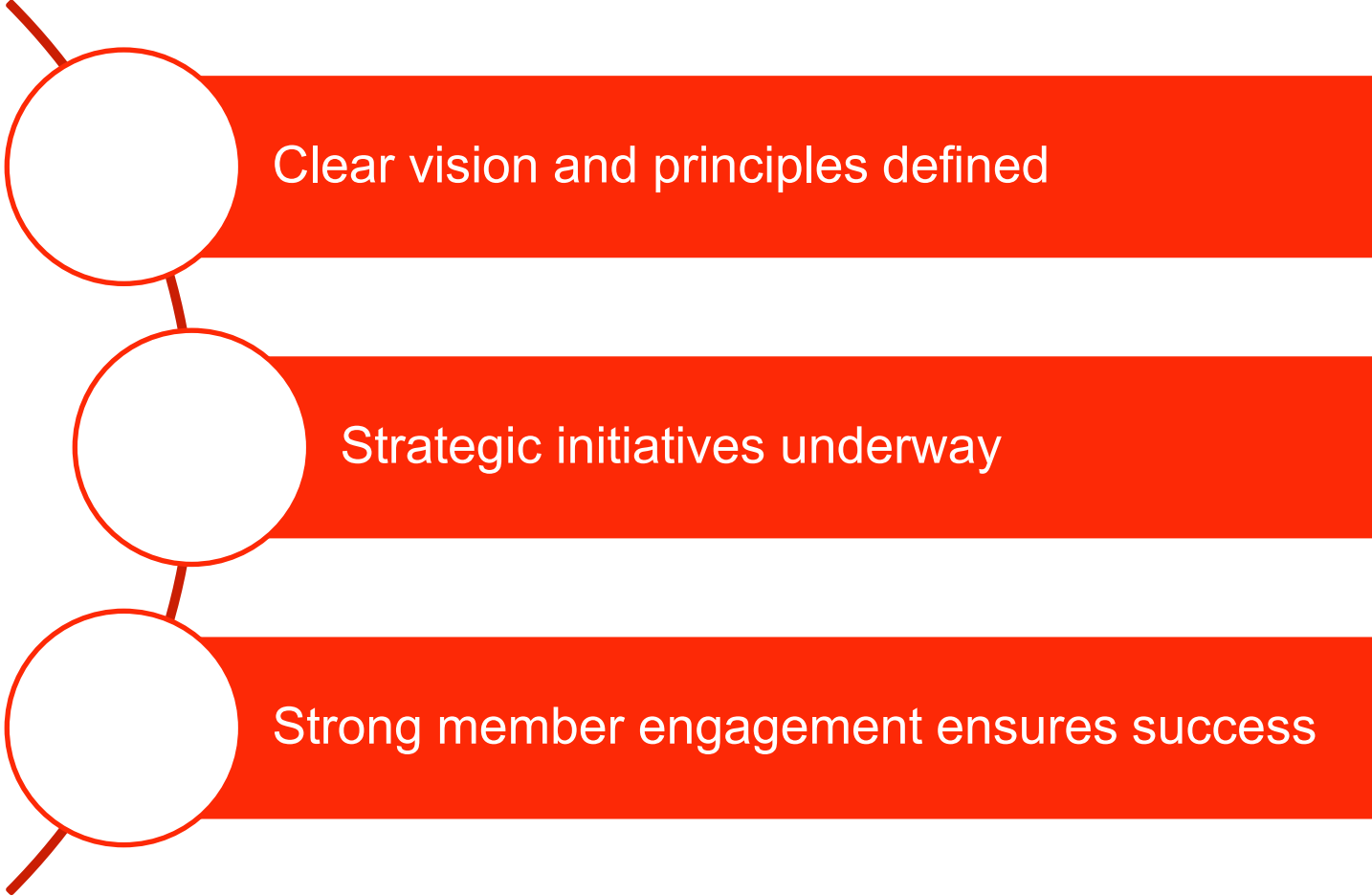
Technical Guidelines

- Test Methods Manual 2025 published
- Website streamlined for standards & test methods
- Tape College redesign underway (focus on young professionals)
- AI: first presentations at seminar & conference

Market Intelligence

- First trend survey completed (43 companies, ~50% membership)
- Quarterly survey concept under discussion
- Website restructured
- Communications audit & update cycle in preparation

Futureproofing the Tape Industry – with and for our members



Clear vision and principles defined

Strategic initiatives underway

Strong member engagement ensures success

