

A new chapter for Fabrice Talon — and a continued commitment to the tape industry

After nearly four decades in the adhesive tape ecosystem, Fabrice Talon could have chosen to step away from the industry altogether. Instead, the former Scapa, SWM and Mativ executive has launched RESET Consulting and joined Afera as an Affiliated Member, bringing his experience and perspective back to an industry he believes still has some of its most exciting years ahead of it.



Many Afera Members will already know Fabrice Talon. Over the course of almost 40 years, he has built a career across sales, marketing, business development and executive leadership, working with manufacturers, distributors, converters and end users throughout Europe and beyond. More than 30 years of that journey were spent within the [Scapa](#) organisation and its successor businesses, where he progressed through increasingly senior commercial and leadership positions

before continuing through the company's integration into SWM International and, later, [Mativ](#).

Today, he begins a new chapter. Through [RESET Consulting](#), which joined Afera in January 2026 as an Affiliated Member, Mr. Talon is applying the experience gathered throughout his career to help industrial organisations navigate growth, transformation and uncertainty. At its core, the consultancy reflects his conviction that Europe's tape industry remains full of opportunities and that collaboration across the value chain will become increasingly important in the years ahead.

Growing alongside a changing industry

Mr. Talon studied international business at EM Normandie Business School in France before embarking on a career that would take him across multiple industrial sectors and international markets. From the outset, he was drawn to industrial B2B environments, developing expertise in commercial management, market development and strategic leadership.

The defining chapter of his career began when Barnier, where he had started his professional journey, became one of Scapa's earliest acquisitions in continental Europe. What followed was more than three decades within the Scapa organisation and its successor businesses, during which he held a succession of commercial and leadership roles with both EMEA and global responsibilities.

Those years exposed him to every part of the value chain, from manufacturing and product management to distribution, customer service and strategic business development. They also placed him at the centre of many of the initiatives that reshaped the company over time. From restructuring programmes and acquisitions to technology transfers, investment projects, organisational redesign and

international expansion, Mr. Talon participated in numerous projects that helped transform Scapa into one of the industry's recognised global leaders while significantly broadening his own strategic and operational experience.

As he writes in RESET Consulting's Statement of Purpose: "I come from the industrial adhesive tape ecosystem. Over nearly four decades, I have grown professionally within it, learning its codes, its disciplines, its constraints and its strengths. Over the years, this industry became far more than a field of expertise: it became a reference framework, a community, and a place where I have continuously evolved, learned and challenged myself."

His later years with Scapa coincided with a period of significant change across the specialty materials sector. Following Scapa's acquisition by SWM International and the subsequent merger that created Mativ, he gained extensive experience of organisational integration, cultural alignment and strategic transformation. "People are not a resource. They are the essential capital and the driving energy behind any successful and sustainable strategy."

Stepping back to move forward

When his corporate chapter came to an end in 2024, Mr. Talon took time to reflect on what he wanted the next stage of his career to look like. Part of that process involved returning to formal study through a strategy certificate programme at HEC Paris.

Rather than moving into general consulting, he chose to remain focused on the adhesive tape industry. He had become convinced that the European tape ecosystem was entering a period of significant transformation driven by sustainability requirements, changing customer expectations, new technologies, evolving supply chains and increasing global competition. At the same time, he believed those changes would create significant opportunities for organisations willing to adapt.

For Mr. Talon, specialising RESET Consulting in the tape industry was not a question of remaining within a comfort zone. It was a deliberate choice driven by conviction and passion. Having spent nearly four decades in the sector, he believed he could continue contributing by helping organisations prepare for change, strengthen their strategies and translate long-term vision into practical action.

Since launching RESET Consulting in early 2025, Mr. Talon has worked with tape manufacturers, suppliers, converters and other industrial organisations on growth, transformation and strategy projects. Beyond strategy development, he sees an important part of the role as helping people and organisations turn ideas into action: "I do not offer generic frameworks or ready-made answers. I work from experience, dialogue and facts. I listen carefully, analyse data, challenge assumptions and test intuitions."



More than strategy

Several of the issues that most interest Mr. Talon extend beyond business plans and organisational structures. One of those is sustainability: "One conviction now clearly guides my work as a consultant: There is no turning back when it comes to sustainability. Waiting or hoping for a reversal is not a strategy."

Rather than seeing sustainability and regulation as constraints, he believes they can become drivers of innovation, competitiveness and customer value. "Our European adhesive tape ecosystem must differentiate by transforming sustainability and regulatory constraints into competitive advantages, and by responding to the growing expectations of industrial customers for responsible, credible and environmentally neutral products and business models." He is equally optimistic about the future of adhesive tape technologies and the opportunities they will create across a wide range of applications and markets.

Another topic that increasingly occupies his attention is the relationship between manufacturers, distributors and converters. Having worked closely with all three groups throughout his career, he believes the industry would benefit from more open discussions around trust, loyalty, value creation and long-term partnership. "I strongly believe our E.U. tape industry needs to maintain and even reinforce a solid and coherent co-operation with each of the value-chain stakeholders for the coming years."

Returning to Afera in a different capacity

When Mr. Talon first attended Afera's Annual Conference in Athens in 2018, he was representing Scapa. Since then, he has participated in the Association's activities through periods of significant change for both his company and the wider industry.

Writing to the Afera team shortly before joining as an Affiliated Member, he reflected on the Association's evolution: "You and your team have totally and amazingly transformed Afera over the past years from a good to an essential and outstanding organisation for the Members and the tape industry in general." In a recent LinkedIn post, he described the Annual Conference as "an intense and inspiring moment" and "a place to exchange, learn and challenge our thinking", adding that it helps participants collectively shape the future of the industry in Europe.



Joining Afera through RESET Consulting therefore felt like a natural progression. As he puts it, it is a different experience from attending on behalf of a multinational corporation. Becoming a Member in his own right has given him a stronger sense of belonging to the wider adhesive tape ecosystem that has shaped much of his professional life.

As he writes in his Statement of Purpose: "Joining the Afera community is therefore a natural step for RESET Consulting, reflecting my attachment to this industry, my desire to contribute to collective reflection, and my commitment to the future of the European adhesive tape ecosystem."

Looking ahead

As RESET Consulting begins its first full year as an Afera Member, Mr. Talon remains focused on helping organisations navigate change, strengthen competitiveness and prepare for the industry's next phase of development. After nearly four decades in the adhesive tape ecosystem, he sees no shortage of challenges ahead, but even more opportunities for companies willing to adapt, collaborate and innovate.

Further information

- [RESET Consulting](#)
- [Fabrice Talon on LinkedIn](#)
- [Afera Membership](#)
- [European Tape Week 2026](#).
