

# Afera's recent General Assembly: Building momentum for the tape industry's future

With Afera's biannual committee meetings in Amsterdam approaching next month, the Association's recent General Assembly offers Members a timely overview of achievements in 2025 and priorities for the year ahead.



Afera's General Assembly, which took place online 19 November 2025, provided Members with a comprehensive update on the work of the Association and the progress made across its three committees, the Steering Committee, Technical Committee and Marketing Committee, which together shape the strategic, technical and communication activities of the European adhesive tape industry's collective.

The review comes at a timely moment. Next month, these three committees, along with the Regulatory Affairs Working Group, will convene in Amsterdam for their biannual face-to-face meetings on 18–19 March 2026 at Room Mate Aitana. With full agendas planned, the discussions will build on the initiatives and priorities highlighted during the GA.

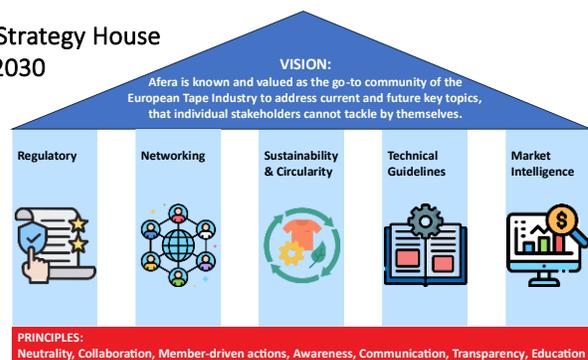
The meetings will also welcome several new committee members. Davy Van Bavel, director of R&D and applied technical services at Avery Dennison Performance Tapes Europe, is joining the Technical Committee, while Sandy De Houwer, marketing director EMEA at Avery Dennison Performance Tapes, and Alina Stenger, marketing manager at BASF, will join the Marketing Committee, further strengthening the expertise represented across Afera's working bodies.

## Steering Committee: Strategy and stability for the Association

The Steering Committee, chaired by Afera President Evert Smit (QBond), reported on the continued implementation of the Association's Strategy 2025–2030, which was refined during a dedicated strategy session in Milan in June 2025.

Rather than introducing an entirely new direction, the SC aligned Afera's strategic framework with the evolving realities facing the adhesive tape industry. The strategy continues to focus on five core pillars that define the Association's mission:

### Afera Strategy House 2025-2030



- Regulatory affairs
- Networking and industry collaboration
- Sustainability and circularity
- Technical guidelines and standards
- Market intelligence.

These priorities reflect Afera’s role as a neutral platform where companies across the adhesive tape value chain can work together to address shared challenges.



The SC also reported that Afera remains a financially stable and healthy organisation, supported by a growing and engaged Membership. The Association now counts more than 115 Member companies across the adhesive tape value chain, including tape manufacturers, suppliers and service providers.

Maintaining strong Member participation will remain central to the Association’s success as it continues to expand its activities in areas such as sustainability, regulatory advocacy and industry data.

## Technical Committee: Advancing sustainability, regulation and standards

The Technical Committee, chaired by Reinhard Storbeck (tesa SE), continues to drive much of Afera’s technical and regulatory activity. Over the past year, its work has focused on sustainability, regulatory monitoring, testing standards and industry education.

A key milestone has been the continued development of the Afera Flagship Sustainability Project, particularly the [TACK Product Carbon Footprint \(PCF\) calculation tool](#), built in collaboration with the German Adhesives Association (IVK). The tool provides a harmonised methodology for calculating the carbon footprint of adhesive products and has already been adopted by numerous companies across the industry. Further updates and improvements to the tool are planned for Q2 2026.



The TC also oversees the work of Afera's Regulatory Affairs Working Group, which supports Members in navigating complex European legislation affecting the adhesive tapes sector. Among the regulatory developments currently under review are:

- the Packaging and Packaging Waste Regulation (PPWR)
- REACH restrictions and microplastics regulation
- the EU Deforestation Regulation (EUDR)
- sustainability reporting and due-diligence requirements.

To help companies interpret these evolving rules, Afera has expanded the [Regulatory Affairs section](#) at [afera.com](#), providing practical guidance and industry-specific explanations for tape manufacturers and suppliers.

At the same time, Afera continues to maintain strong technical foundations. The [2025 edition of the Afera Test Methods Manual](#) was released last year, ensuring harmonised testing standards for adhesive tapes across the industry.

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## Marketing Committee: Strengthening industry communication and insight

The Marketing Committee, chaired by Sonja Haug (Loparex Europe), reported continued progress in strengthening Afera's visibility and communication with the broader adhesive tape community.

The MKC's mission is to position Afera as the "house of answers" for the European adhesive tape industry, ensuring that Members and stakeholders have access to reliable technical information, regulatory insight and market intelligence.



Over the past year, Afera's communication channels have grown significantly. Traffic to [afera.com](#) increased as more companies turned to the Association's technical and regulatory resources, while [Afera's LinkedIn community](#) continued to expand and engage with industry updates.

The MKC also helped launch the [Afera European Pressure-Sensitive Tape Market Report](#), a new annual Member benefit developed with AWA Alexander Watson Associates. The report provides independent, Europe-focused market data to support strategic planning within the industry.

Another major highlight was the success of the [1<sup>st</sup> Afera European Tape Week, held in Thessaloniki in September 2025](#). Bringing together nearly 200 professionals from across the adhesive tape value chain,

the event confirmed the value of integrating technical sessions, market insights and networking within a single industry gathering.

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## **Preparing for the next stage of Afera's work**

The work presented during the General Assembly will now move forward as Afera's Committees reconvene next month in Amsterdam.

During the 18–19 March 2026 meetings, the SC, TC and MKC, together with the RAWG, will further address initiatives ranging from test methods development and regulatory advocacy to market intelligence and industry communication.

These discussions will also help shape the agenda for the [2<sup>nd</sup> Afera European Tape Week 2026, scheduled for 21–25 September in Porto, Portugal](#), where the 69<sup>th</sup> Afera Annual Conference, the 12<sup>th</sup> Tape College and Committee Meetings will once again bring the industry together.

Together, these activities demonstrate how Afera continues to evolve as the central platform for collaboration within the European adhesive tape industry, enabling companies across the value chain to address shared challenges and opportunities.

For more information, visit [www.fera.com](http://www.fera.com).

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