

# How Giovanni Scognamiglio is carrying Alimac forward

*After more than two decades at 3M, Giovanni Scognamiglio stepped out of familiar territory to lead the Alimac Group through a period of ownership transition, integration and renewed strategic focus.*

When Giovanni Scognamiglio attended the Annual Conference during [Afera's 1<sup>st</sup> European Tape Week](#), it marked more than a return to the [Afera network](#). It was also his first Afera event as the leader of the [Alimac Group](#), the Italian company known as a global player in carry-handle adhesive tape solutions.



For Mr. Scognamiglio, the move to Alimac in May 2023 followed more than 23 years at 3M, where he held leadership roles across manufacturing, business development, portfolio and marketing. The transition was not simply a change of employer. It meant leaving a large multinational environment and stepping into a company that was moving from founder-led management into a new phase under private-equity ownership.

“At the beginning, it was a demanding transition,” Mr. Scognamiglio recalled. “Alimac was moving through a major change: from a company led by its founders to one entering a new phase under private-equity ownership.” The founders remained involved for an interim period but were gradually stepping back. For Mr. Scognamiglio, the task was to provide continuity while preparing Alimac for a more structured future.

“With no next generation in the family ready to take the business forward, Alimac needed a new leadership structure to ensure continuity by leveraging the strong product and commercial foundations, while preparing the company for its next phase,” he said. “The investors understood that this transition required someone who knew the tape business from the inside: how tapes are made, what drives manufacturing and commercial performance, and how to align the company more closely with where the market is heading.”

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## From 3M to Alimac

Mr. Scognamiglio describes the move as a decisive step outside his comfort zone. “It was a significant jump,” he said. “I was leaving a multinational company with more than 120 years of history – which had given me the possibility to learn and grow while navigating unique professional opportunities – where I knew the people, the processes and the portfolio very well.” That background, however, also gave him the mix of manufacturing and market understanding that Alimac needed.

He first encountered Afera during his time at 3M, but not through networking or conferences. “My first contact with Afera came through the test methods,” he said. “I was plant manager at the time, working closely with the lab, and the Association’s test methods were moving from the 4000 series to the 5000 series.”

Over time, his view of Afera widened. Through business colleagues, including Filippo Antonelli, he began to see the industry collective not only as a technical body, but as an industry network. “I came to understand that Afera was doing much more than [developing and improving harmonised test methods](#),” he said. “It was creating a network for the industry and bringing people together through the [Annual](#)



[Conference](#).” His first Afera Annual Conference was in Athens in 2018. By 2025, he was returning as the leader of a company with a highly focused place in the adhesive tape value chain.

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## A specialised player in carry-handle adhesive tapes

Alimac Group is a global leader in the design, manufacture and commercialisation of carry-handle adhesive tape solutions. With more than 35 years of experience in secondary packaging, the company serves more than 500 partners across five continents, including major brands in beverage, tissue, food and home care.

The company’s headquarters are in Gerenzano, near Milan. Its wider footprint includes Alimac Deutschland GmbH in Bocholt, Germany, Alimac Iberia in Barcelona and, following the NRG integration, operations connected with Breda in the Netherlands and Dubai. Mr. Scognamiglio explained that Italy covers film manufacturing, hot-melt coating, spooling and rewinding; Germany includes manufacturing of pre-laminated carry-handle tapes; Spain serves the Iberian and South American markets; and Dubai is being developed as a logistics hub.

Alimac’s core remains strongly defined. Mr. Scognamiglio estimated that 90%+ of Alimac’s sales are carry-handle tapes, divided mainly between traditional and pre-laminated carry-handle tapes. Traditional carry-handle tapes are supplied as spooled tapes and assembled with an insert directly on the customer’s line. Pre-laminated carry-handle tapes are supplied with the insert already applied, depending on the customer’s level of automation. Alimac also supplies related product lines, including thin sealing tapes for closing, bundling and enclosing applications, insert materials, manual dispensers, foam and paper rolls, multipack solutions and mono-oriented film for specialty applications outside tapes.

This places Alimac in a particularly interesting position within Afera’s value chain. Its products are adhesive tapes, but they are also functional packaging components. They make multipacks easier to carry, improve convenience for end users and support brand visibility on packed goods. In this sense, Alimac’s work sits at the intersection of adhesive performance, film and material selection, converting, application equipment and brand-owner packaging requirements.

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## Integrating NRG Tapes

One of the most important developments in Alimac's recent history has been the integration of NRG Tapes. During Q4 2023, Alimac S.r.l., backed by Metrika SGR S.p.A. on behalf of the closed investment fund "Metrika", completed the acquisition of 100% of NRG Tapes. Metrika has held 100% of Alimac Group since November 2022.

NRG Tapes, based in Breda and active since 2009, was already a recognised player in the carry-handle tapes solutions market. The acquisition strengthened Alimac's market position by combining wider geographical coverage, commercial reach and application-specific market knowledge. For Mr. Scognamiglio, bringing Gunther Rozen into the organisation was a key part of that process. Mr. Rozen, who created and owned NRG Tapes, joined the newly formed Alimac Group leadership team as commercial director.

"Mr. Rozen brought a genuinely global view of the market," Mr. Scognamiglio said. "He had built relationships across regions, from Asia Pacific to South America and the U.S., and had developed the business with a strong entrepreneurial understanding of where the opportunities were. Combining that market perspective with Alimac's industrial expertise made strategic sense."

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## Circularity as a strategic direction

Alimac's specialisation in carry-handle tapes has also sharpened its approach to sustainability. Because the company operates in a highly specific application area, Mr. Scognamiglio said Alimac has had to remain close to both customer needs and packaging innovation. "Being so specialised means we have to stay at the forefront of innovation in our application area," he said.

Alimac's circularity portfolio includes RecyClass-certified recyclable MOPE mono-material pre-laminated carry-handle tapes, PCR-content handles and paper-based options. The company presents these solutions as part of its move towards more eco-compatible packaging. Mr. Scognamiglio linked this directly to regulatory readiness and product development, pointing to Alimac's work on "a mono-material, pre-laminated tape based on polyethylene" and to the certification of its Bocholt manufacturing site in relation to post-consumer recycled content.

For Mr. Scognamiglio, however, sustainability is not an isolated topic. It is linked to regulatory requirements, raw-material choices, customer expectations and the future of packaging. At European Tape Week, he particularly valued the connection between presentations on raw materials, adhesive innovation, the [PPWR](#) and [Afera's regulatory work](#). "Mr. Englebienne provided the regulatory overview that companies need," he said, referring to Afera Regulatory Affairs & Sustainability Manager Pablo Englebienne. "In day-to-day business you are focused on delivering results, and then new requirements arrive: [deforestation](#), CLP, REACH or [packaging regulation](#). Having Afera bring those developments together, explain the timing and show what the Association is doing gives a company like Alimac the perspective it needs."

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## Why Afera matters to a company like Alimac

For Alimac, Afera Membership is both technical and strategic. Mr. Scognamiglio described the industry collective as a neutral platform that allows companies to connect with knowledge and expertise they may not have in-house. “One of the most valuable aspects of being connected with Afera is that it gives us a neutral platform,” he said. “It opens a window onto technologies, applications and regulatory developments that no single company can follow completely on its own.”

That point is especially relevant for a medium-sized specialist company. Alimac does not operate with the same internal market-intelligence capacity as some of the industry’s largest multinationals. Access to structured market insight, regulatory intelligence and peer exchange therefore has direct business value.

Mr. Scognamiglio responded strongly to Afera’s new Market Intelligence pillar, now represented by the [Afera European Pressure-Sensitive Tape Market Report 2025](#). The report, developed in close co-operation with AWA Alexander Watson Associates, provides Afera Members with reliable data and insights into the European adhesive tape market and is available exclusively and free of charge as part of the Membership benefits package. The 2026 edition is due out in June.

The report is the first tangible outcome of [Afera’s updated 2025–2030 strategy](#) and its dedicated [Market Intelligence pillar](#). It offers a European view of market size, structure and end-use segmentation, as well as independent data to support business and strategic decisions. Mr. Scognamiglio’s comments before the project’s completion now read as a clear endorsement of the need it answers: “What companies need is a clear view of the trends,” he said. “We need to understand the macro factors affecting the market by geography, and to have a realistic snapshot of how different segments are developing. For a company like Alimac, and for other medium-sized companies, that kind of market perspective is extremely valuable.”

He also pointed to pricing expectations as a critical area of interest. “Expected price trends are also important,” he said. “They are a key planning factor for companies like ours.” In that context, he recalled the market statistics once shared through the Exxon reports at Afera Annual Conferences — a reference point still remembered by many long-standing Members. “Many people still remember and miss that kind of market information,” he said. “Those are the kinds of data the industry has been missing.”

[Afera’s work with AWA](#) does not replicate the past. It responds to the same underlying need in a new way: independent, Europe-specific, Member-focused market intelligence to help companies make more informed decisions.



## A company moving from continuity to growth

Alimac's current chapter is defined by continuity and change at the same time. Its core application remains carry-handle adhesive tape. Its industrial base remains strongly connected to northern Italy and the European tape ecosystem. Its customer base remains global and focused on demanding fast-moving consumer goods markets. Yet the company has also entered a new phase: professionalised ownership, integration with NRG Tapes, expanded international reach, investment in circularity, innovation through portfolio diversification and a more structured approach to growth.

The broader Alimac Group now combines in-house production, from film extrusion to spooling, with a growing portfolio of traditional, pre-laminated and circularity-focused carry-handle solutions. Its markets include beverage, tissue and hygiene, detergents and other consumer goods sectors.

For Mr. Scognamiglio, the direction is clear. The company must protect its specialist strength while adapting to the market's future requirements. "There are many players in this market," he said. "The difference comes from running the business with more than today's results in mind. You have to look ahead, understand where the market is going and let that perspective guide the strategy."

That outlook fits well with Afera's own priorities: standardisation, sustainability, regulatory insight, market intelligence and international co-operation across the adhesive tape value chain. As Alimac continues to build its next chapter, Mr. Scognamiglio's return to Afera as a company leader is also a reminder of how careers, companies and the Association's network develop together. Technical standards may have been his first route into Afera. Today, it is the combination of technical knowledge, market perspective and trusted industry connection that keeps him engaged.

For a specialist company working in a fast-changing packaging environment, that combination matters. Or, as Mr. Scognamiglio put it, Afera provides "a clear snapshot of the hot topics on everyone's desk". For Alimac, those topics are no longer abstract. They are part of the company's next stage of growth.

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## Further information

- [Alimac S.r.l.](#)
- [Afera European Pressure-Sensitive Tape Market Report 2025](#)
- [Afera European Tape Week 2026](#)

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