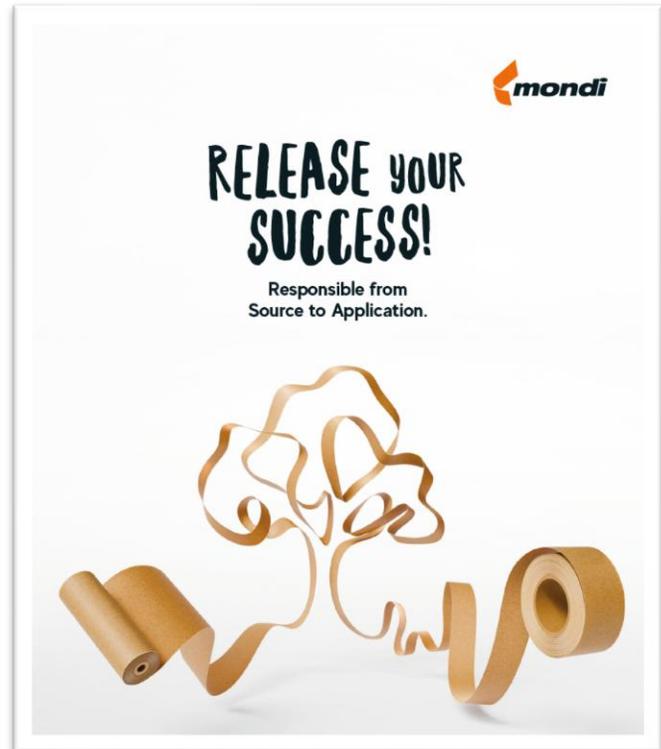


Mondi advancing liner innovation in the tape industry

Two Mondi specialists share their perspectives on sustainability, innovation and collaboration across the adhesive tape value chain, highlighting the company's role in advancing high-performance release liner solutions.

For decades, Mondi has been a global leader in packaging and paper, supplying release liner (RL) solutions whenever something “sticky” needs protection. With operations in more than 30 countries and a highly integrated value chain spanning fibre, paper and functional materials, the company plays an important role in enabling reliable adhesive applications across multiple industries.

Within the adhesive tape sector, Mondi's **Functional Paper & Films business** develops RLs that protect pressure-sensitive adhesives (PSAs) and ensure smooth converting and application. Two colleagues closely involved in this work—and representing Mondi within Afera—are **Barbara Brunner**, a Member of the Afera Marketing Committee with more than two decades of RL experience, and **Tobias Nienke**, who recently joined the Afera Technical Committee.



Together they offer insights into the evolving liner segment, the sustainability challenges facing the tape value chain and the importance of collaboration across the industry.



Enabling performance behind the scenes

Although rarely visible in the final product, RLs are essential to the performance and reliability of adhesive tapes. “Mondi’s strength lies in combining deep RL expertise with a broad portfolio of paper- and film-based technologies,” explained Ms. Brunner, who is Industry Group Manager for Tapes and International Key Account Manager. “Our customers benefit from close technical collaboration, reliable supply and consistent product performance.”

Dr. Nienke, who is Technical Account Manager Pressure Sensitive Applications, highlights Mondi’s integrated value chain as another important differentiator. “We are not only a

RL manufacturer but part of a global paper and packaging group,” he said. “In many cases we are backwards-integrated along the value chain, allowing us to maintain strong control over quality, raw materials and supply security.”

This integrated approach helps Mondi support tape manufacturers and converters with consistent materials that meet increasingly demanding performance requirements.

Sustainability reshaping the liner segment

Sustainability considerations are now transforming the RL and adhesive tape markets. “The industry has evolved significantly in recent years,” said Ms. Brunner. “Tape applications are becoming more demanding, while sustainability expectations are increasing across the entire value chain.”

According to Dr. Nienke, environmental performance is no longer optional. “In the past, sustainability may have been a choice,” he shared. “Today it is a necessity. Customers increasingly expect solutions that reduce environmental impact while maintaining high technical performance.”



Responsible sourcing has also become an essential element of product development, with certified fibres and transparent supply chains gaining importance throughout the industry. At the same time, new material solutions and application technologies continue to emerge. Ms. Brunner points to several trends shaping the liner segment today:

- Stronger focus on circular and resource-efficient liner solutions
- Greater attention to supply-chain resilience and process reliability
- Evolving substitution between paper- and film-based liners depending on the application.

“These developments make close collaboration across the value chain more important than ever,” she noted.

Driving circular solutions across the value chain

Circularity has become a key focus area for Mondi’s RL activities. The company participates in several industry initiatives aimed at improving the recycling and circular use of RLs and their associated materials. It has also collaborated with partners to develop new pathways for recovering fibre-based production waste.

“We have been able to work with partners to eliminate incineration of fibre-based waste from our plants,” explained Dr. Nienke. “In addition, we connect those partners with our customers so that liner waste generated further along the value chain can also be recycled.” Such initiatives illustrate how

cooperation across multiple industries—from paper manufacturing to insulation and hygiene products—can create new circular material flows.

For Ms. Brunner, balancing sustainability goals with technical performance remains central to liner innovation. “RLs must deliver stable silicone performance and reliable converting behaviour,” she said. “At the same time, sustainability requirements open opportunities for new product concepts and innovation.”

Strengthening collaboration through Afera

Both Ms. Brunner and Dr. Nienke have recently expanded Mondi’s engagement with our industry collective.

For Ms. Brunner, who has spent more than 25 years in the RL sector, the association offers a valuable platform for dialogue across the industry. “I was inspired by the constructive exchange among manufacturers, suppliers and brand owners,” she said. “Afera provides an important space to discuss industry challenges and identify emerging trends.”

Dr. Nienke, who joined the Technical Committee after being introduced to Afera by colleagues, sees similar benefits. “Afera offers the opportunity to meet many of the key players in the European tape industry,” he said. “Through the committee work we stay close to developments in the market and gain insight into what customers need.”

Key insights from the first European Tape Week

Both Mondi representatives attended Afera’s inaugural European Tape Week 2025 in Thessaloniki, which brought together industry experts for technical sessions, market insights and networking.

“The event provided an excellent combination of networking, technical content and regulatory discussions,” said Ms. Brunner. “It was encouraging to see how strongly the industry is focusing on forward-looking topics such as sustainability and advanced adhesive technologies.”

Dr. Nienke particularly appreciated the opportunity to gain insights into regulatory developments and technical innovation. “The Technical Seminar provided valuable information on regulatory topics and future challenges,” he noted. “It helped us better understand what is coming towards the industry.”

For Mondi, the event also offered practical advantages by bringing customers, suppliers and partners together in one place. “It allowed us to meet several partners during the same week,” Dr. Nienke added. “That made the networking very efficient.”

Looking ahead: innovation in liner functionality

Both interviewees expect continued innovation in RL design as tape applications grow more specialised.

Dr. Nienke points to developments such as **structured RLs**, which enable air egress during application and are already widely used in graphic film applications. “These types of speciality solutions are attracting increasing interest in the tape sector,” he said.

Ms. Brunner also highlights the expanding role of adhesive tapes across sectors such as construction, electronics and sustainable product systems. “As applications evolve, technical expectations continue to rise,” she said. “RLs remain a critical enabling component for many of these innovations.”

Committed to the future of the tape industry

Ms. Brunner and Dr. Nienke emphasise that Mondi’s engagement with Afera reflects the company’s long-term commitment to the adhesive tape industry. “We aim to support the value chain with solutions that combine strong technical performance with responsible resource use,” said Ms. Brunner.

For Dr. Nienke, innovation will remain key to maintaining that position. “Developing new functionalities for RLs while producing them efficiently from responsibly sourced materials is what differentiates Mondi,” he said.

Through ongoing collaboration with customers, partners and organisations such as Afera, Mondi continues to help shape the future of RL technology and the broader European adhesive tape industry.

For more information, visit www.afera.com/find-a-member/find-a-member/mondi.html.
