

Behind the login: Afera launches its Members-only section

With the launch of its dedicated Members-only section and the release of the new Make the most of your Membership brochure, Afera has made it easier for Member companies to find and use the technical, regulatory, market and networking resources available to them.

Afera has launched its [Members-only section](#), giving Member companies a clearer and more practical route into the resources and opportunities that come with belonging to the Association. More than a password-protected area of the website, the section is a structured digital hub that brings key parts of the Member offer together in one place.

Alongside it, Afera has released its new [Make the most of your Membership brochure](#), distributed to all Member delegates on 3 April and now available through the Members-only section. Designed as a practical guide, it helps Members see what is available, where to find it and how to use it more fully across their organisations.



A more practical route into Member value

The Members-only section brings together a wide range of Member resources, including Member and Afera Team contacts, media tools and communications support, publications, market and survey information, events and activities, sustainability resources, regulatory affairs materials, the TACK Product Carbon Footprint tool, Annual General Assembly information, and Member discounts and promotions.

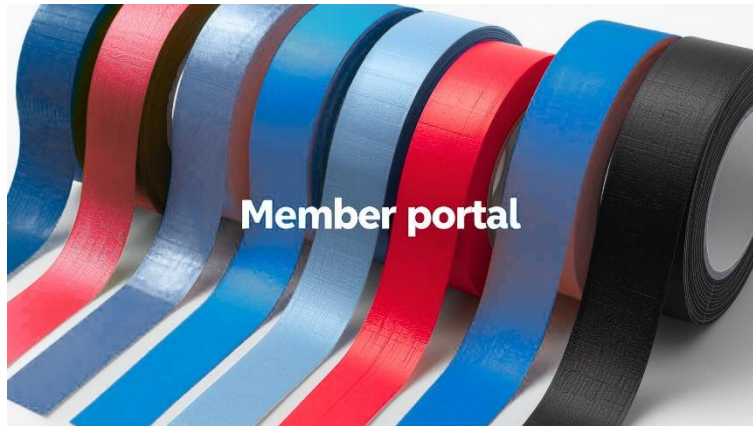
That means less time searching through old emails, attachments and links, and more time using the information and support that are already part of Afera Membership. It also gives Member companies a clearer overview of the Association's offer and makes that offer easier to use across different functions.

A guide designed to be used

The new brochure does more than summarise the Members-only section. It presents the section in a short, shareable format that Member delegates can circulate internally, helping colleagues understand what Afera offers and where relevant resources sit. Inside, the brochure walks through the main parts of the Member offer, from contacts and communications tools to publications, survey information, events, the sustainability project, regulatory information, TACK and special promotions. It does not replace the

Members-only section, but it does make the section easier to navigate and explain, particularly as it continues to expand.

Technical, regulatory and market support in one place



The section gives Members direct access to several of Afera's core areas of work. Standardisation remains central, with access to the [Afera Test Methods Manual](#) and related technical guidance, while [regulatory](#), [sustainability](#) and market resources are also clearly brought together.

This includes access to the [Afera European Pressure-Sensitive Tape Market Report](#), [event proceedings](#) and [survey-based information](#) that help

companies follow developments and stay close to the issues shaping the sector. The result is a more usable Member environment built around the areas Members value most.

A stronger expression of Membership

The Members-only section and brochure together give clearer shape to what Afera Membership provides in practice. They make the Member offer more visible, more accessible and easier to use across an organisation. They also make clear that these resources, tools and opportunities are reserved for Afera Members. In that respect, the new guide does exactly what it was meant to do: help Members make better use of what is already theirs.
