

Spotlight on Afera Gold Sponsor carrier supplier Indafor

Afera Member Indafor, formerly Neenah Industrial Solutions, is a Mativ brand and, as Tape Backings Senior Product Manager Chris Boothby explains, manufactures critical, sustainable components and high-quality industrial solutions for several markets, including pressure-sensitive tape backings.



With manufacturing sites in North America and Europe, Indafor serves a diverse customer base spanning 80+ countries and prides itself on selling directly to some of the world's leading blue-chip companies. Our legacy and know-how in manufacturing, along with a focus on continuous innovation, helps us to deliver performance-driven products and specialty solutions known for maximum durability, conformability, printability and more.

Specialties for pressure-sensitive tapes

For the pressure-sensitive tape industry, Indafor specialises in high-performance tape technologies, custom release and barrier coatings, sustainable paper-based tape backings, and saturation chemistry and process expertise. We also have proprietary papermaking and creping capabilities to meet your specific tape requirements.

The base paper is crucial in tape backing production, and we offer flat and creped options. Flat papers are used for packaging, splicing, labelling and other unique applications where strength and durability are essential. Our creped-base papers are mainly used for specialty masking applications. They can also be used in packaging and various other specialty tape applications where flexibility and conformability are important.

Packaging tapes

With the rapidly growing e-commerce industry, Indafor has focused significant resources into the development of packaging tapes. According to *Forbes*, 20.1%

The logo for Indafor, featuring a blue triangle pointing upwards and to the right, followed by the word "Indafor" in a bold, black, sans-serif font.

a Mativ Brand

of retail purchases are expected to happen online by 2024, with an 8.8% growth in e-commerce sales. As more and more people shift towards online shopping, the demand for packaging also increases. However, this surge in packaging has led to environmental concerns. For instance, plastic



film tapes, commonly used by most e-commerce companies for their shipping boxes, are not easily recyclable or repulpable. This leads to significant non-biodegradable waste in landfills, contributing to environmental pollution.

“Sustainability and elimination of plastics are two of the biggest considerations for our global customers when it comes to packaging tape product innovations,” said Chris Boothby, senior product manager for tape backings at Indafor. “This is a strategic focus area for us, and we have the products and technical expertise to deliver the best tape solutions for our customers’ needs today and for the future.”

Sustainable innovations

Indafor has several eco-friendly solutions. For example, our Recycotape™, a semi-extensible kraft paper tape backing, is made from FSC®-controlled fibre and contains 85% bio-based content as certified by the USDA. This paper is also re-pulpable, allowing tape manufacturers to create environmentally friendly tape products which are both recyclable and repulpable. This means consumers can confidently dispose of the box, tape and everything else in the recycling bin without any extra effort.

Neenah® FlexPack and Neenah® Nano backings are lighter-weight creped papers which offer flexibility and elongation to seal products securely in oversized cartons and boxes. The tape’s smooth surface enhances printability, allowing companies to brand their packaging and to create a memorable unboxing experience for consumers.

Find out more about Indafor’s extensive tape backing offering:

<https://indafor.com/solutions/pressure-sensitive-tape-backings/>