

# Navigating the future of specialty tapes: Key takeaways from Afera European Tape Week 2025 agenda

From sustainable chemistries to digital transformation, the entire value chain of specialty adhesive tapes takes centre stage in Thessaloniki.



[Afera's European Tape Week 2025](#), held this coming September in Thessaloniki, promises to be the most comprehensive event yet for the specialty adhesive tapes industry, among others. With its dual structure—the 11th Technical Seminar and the 68th Annual Conference, plus the biannual Committee Meetings—this year's Programme brings together cutting-edge innovation, critical regulatory insight and forward-looking market intelligence from prestigious sources. For every player in the adhesive tape supply chain, from raw

material suppliers to brand owners, the agenda delivers actionable knowledge.

## Innovation in raw materials and chemistry

The Afera European Tape Week opens with deep dives into the backbone of specialty tapes: adhesive chemistry. Presentations on biodegradable polymers, LED UV-curable hotmelt PSAs and flame-retardant polymers will be of high interest to R&D professionals focused on performance, safety and sustainability. Synthomer and ICAP-SIRA, among others, showcase polymer design strategies that directly impact specialty tape formulations.

## Breakthroughs in production technologies

Manufacturers will benefit from sessions detailing UV hotmelt coating, simultaneous double-sided silicone coating and pyrolysis applications—all crucial technologies for modern tape production. This focus on precision coating and energy-efficient systems supports both performance and compliance goals.

## Digitalisation and AI in tape development

From laboratory automation to AI-assisted formulation, European Tape Week 2025 explores how digital tools can dramatically accelerate product development cycles. Companies such as Chemspeed

Technologies and Citrine Informatics will present use cases relevant to specialty adhesives, enabling faster, data-driven innovation.

### **Regulation, sustainability and compliance**

The Joint Technical Seminar and Annual Conference session on sustainability and regulation offers essential insights for navigating today's regulatory landscape. Highlights include:

- The EU Packaging and Packaging Waste Regulation (PPWR) and its implications for tapes
- Afera's Regulatory Working Group report
- Updates on Digital Product Passports and Afera's Flagship Sustainability Programme (AFSP).



These developments will directly influence product design, documentation and market access strategies in Europe and beyond.

### **Market data and strategic foresight**

Global reports from AWA and Freedonia bring the latest specialty PSA market trends into sharp focus. Executives from Nitto, Lohmann and artimelt will provide perspectives on how to futureproof the adhesive tape business, touching on raw material volatility, economic uncertainty and CSRD-driven strategy shifts.

### **Application-driven innovation**

End-use markets remain a key focus, with sessions addressing specialty tape roles in:

- Automotive electronics, and domestic appliances
- Construction and packaging
- Battery technologies and mobility solutions.

These application-focused insights guide product strategy and customer engagement in a competitive and evolving marketplace.



## Why it matters

A recent analysis of the conference themes rated their relevance to the specialty adhesive tape supply chain as follows:

| Focus area                      | Relevance (1–5) |
|---------------------------------|-----------------|
| Raw materials and chemistry     | 5               |
| Production technology           | 5               |
| Digitalisation and AI           | 4               |
| Sustainability and regulation   | 5               |
| Market development and strategy | 4               |
| End-use applications            | 4               |

The message is clear: Afera European Tape Week 2025 is a must-attend event for any company committed to shaping the future of specialty adhesive tapes.

For more information and to register, visit [www.aferaeuropeantapeweek.com](http://www.aferaeuropeantapeweek.com).

**Discounted Afera hotel rates starting at €156/night only until 1 July**

**European Tape Week 22-26.9.2025 Thessaloniki, Greece**

**Branded materials sponsors**

**Afera** The European Adhesive Tape Association

**BOSTIK** **UPM**