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Afera to Hold 2nd Tape College in 2005

The Hague, The Netherlands, November 24, 2004

Afera, the European Association for the Self Adhesive Tape Industry, today announced that it will host the 2nd Tape College on April 7-8, 2005, at the Marriott Hotel in Brussels. The Tape College is a 1¾-day educational seminar designed by Afera to provide industry newcomers, as well as those interested in keeping abreast of the technical essentials of self adhesive tape, on the fundamentals of the tape business. This event is intended to build upon the immense success of Afera's 1st Tape College held in March 2004.

The 1st Tape College attracted a wide range of participants from around the globe for nearly two days of introductory technical lectures and networking. Open to all tape industry professionals, the first event was designed to offer anyone in the tape business the chance to polish their fundamental industry knowledge by 'going to school' with the experts, exploring the basics of design, manufacture, application and testing with tape industry authorities. Event capacity was quickly filled with a majority of those from R&D and technical divisions, eager to learn from and mingle with their tape industry compatriots.

The 2nd Tape College programme has been tuned to suit a growing audience of first-time participants which will include Afera members and non-members alike: tape manufacturers, suppliers, national industry associations, converters, distributors and end-users. The Association is confident that both newcomers to the tape industry, as well as those who want to expand their knowledge and increase their effectiveness, will find value in attending the Tape College. R&D, technical service, quality control, manufacturing and engineering personnel in particular will greatly benefit from this educational course.

The programme line-up for the 2nd Tape College will match the format and include most of the same speakers as last year's event. Highlighted in this year's 13-lecture programme is a first-time presentation on surface treatment by Prof. Dr. Andreas Gross of the prestigious Fraunhofer Institute, famous for its regular adhesive courses.

Popular repeat topics include "Technology and Applications of Acrylic Pressure Sensitive Adhesives," presented by Don Pierson of Rohm and Haas (USA) and "The Chemistry of Tackifying Resins and Their Interaction with Various Polymers," taught by Chrétien Donker of Eastman Chemical Middelburg (Netherlands), two of the highest-rated presentations of last year's programme. The programme will also cover tape product fundamentals, coating technology for water based adhesives, tape backings, hot melt PSAs, physical testing, release liner selection, radiation curing, general coating, printing machines and techniques, and an overview of the European Chemicals Policy, REACH.

The Tape College's curriculum and setting are so popular because the event is styled after a university seminar. Participants attend 'classes' in an informal, classroom-style setting. Various Afera members have been recruited to participate as 'professors', lecturing for 45 minutes on their area of expertise within the tape industry. The venue floor plan is arranged in a manner conducive to class participation and active learning. Participants have the opportunity to ask questions spontaneously during topic presentations. Participants experience a genuine sense of completion at the conclusion of the educational, 1¾-day event when an informal, American-style graduation ceremony is held and the graduates are individually recognised and awarded certificates of completion by Afera officials.

Unique to Europe, the Afera Tape College is modelled after Tape University 101, organised by Afera's American counterpart association, the Pressure Sensitive Tape Council (PSTC), which has offered educational seminars for 26 years. In its continuing effort to add value to its membership, Afera has pinpointed the need to provide such an event for its diverse membership base as well as any other interested industry professionals.

The registration deadline is February 18, 2005. More detailed information regarding the programme and registration can be found at Afera's website, www.fera.com.

Afera is open for membership to those involved in the European self adhesive tape industry, such as manufacturers, suppliers and national tape organisations. A specific category for non-members is reserved for "other participants" in Afera's activities and the use of its resources. Other Participants include other groups in the tape family, such as converters (printers, slitters, die cutters and laminators of self adhesive tape). As the heart of tape industry expertise, Afera offers the latest on developments through regular conferences and seminars, an extensive

network of industry players, communication of relevant information through its magazine, website, and other mediums, focused committees and working groups addressing important regulatory issues and research, and full-time logistical support from its head office in The Hague, the Netherlands.

Afera, the European Association for the Self Adhesive Tape Industry, is comprised of 118 members from 17 European countries that represent the scope of expertise of the tape industry. Aiming to promote the broad interests of the self adhesive tape industry, Afera actively studies relevant industry issues, provides platforms for discussion and interaction, and facilitates contact among its members and all other pertinent industry bodies at national and international levels. Founded in Paris in 1958, Afera has operated with its head office in The Hague, the Netherlands since 1999 under the management of Lejeune Association Management.

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