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Afera to Hold 3rd Tape College in 2007 Launches an updated afera.com

The Hague, The Netherlands, 22 January 2007

Afera, the European Association for the Self Adhesive Tape Industry, will host the **3rd Tape College from 18th–20th April 2007** at the **Marriott Hotel in Brussels**. The TC is a 3-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, with an understanding of **the fundamentals of the tape business**. This expanded, **14-lecture event** is intended to build upon the immense success of Afera's 1st and 2nd Tape Colleges held in March 2004 and April 2005 and follows the **launch of Afera's restyled website, afera.com, on 22 December 2006**.

Unique to Europe and modelled after the PSTC's Tape University 101, the TC draws a wide range of participants from around the globe for **3 days of introductory technical lectures and networking**. **Open to all tape industry professionals**, the TC is designed to offer anyone in the European 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**.

By popular demand, the 3rd TC **programme line-up has been lengthened** in its original format and includes 10 of the same subjects as the 2005 programme. Popular repeat topics include "Technology and Applications of Acrylic Pressure Sensitive Adhesives," presented by Don Pierson of Rohm and Haas (U.S.A.) and "Modern Surface Treatment Methods," taught by Prof. Dr. Andreas Gross of the Fraunhofer Institute (Germany), two of the highest-rated presentations of the last event. **Four new lectures** covering the processing of solvents and water-based acrylic

adhesives, rheology and stabilisation of PSAs and the European Chemicals Policy, REACH, and its effects on tape making, have been added to the 2007 programme. Tape product fundamentals, tackifying resins, tape backings, hot melt PSAs, physical tape testing, radiation curing and release liners will also be covered in the lectures.

Afera is confident that both **newcomers to the tape industry**, as well as **those who want to expand their knowledge and increase their effectiveness**, will benefit from attending this educational seminar. Whether you are affiliated with a **manufacturer, raw material supplier, distributor, converter or end-user**, the TC provides a relevant basic overview of the technologies of the tape business. **R&D, sales, technical service, marketing, quality control, manufacturing and engineering personnel** in particular greatly benefit from this course. **First-time attendees** are the TC's primary target audience.

The TC'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. Fourteen Afera members have been recruited to participate as 'professors', lecturing for 50 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. A 10-minute Q&A session follows each topic presentation. Finally, participants experience a genuine sense of accomplishment at the conclusion of the event when an **informal, American-style graduation ceremony** is held and graduates are individually recognised and awarded certificates of completion by Afera officials.

Afera has ensured that the 3rd TC provide **ample opportunity for networking outside of classes**. In addition to welcome cocktails and 3 buffet lunches, a special conference dinner with musical entertainment has been arranged at Restaurant Le Manufacture in the centre of Brussels on the second evening of the event.

The TC registration deadline is 28 February 2007. Detailed programme and registration information can be found at Afera's website, afera.com. Serving as the tape industry's dynamic global platform for information and communication, **an updated and restyled afera.com was launched 22 December 2006.** Afera's website offers a well-balanced digest of the latest happenings within Afera and the market, including: news and events coverage; cutting-edge articles, papers and publications; member,

product and test method databases; networking and discussion forums; and a variety of interesting downloads and links.

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 126 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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