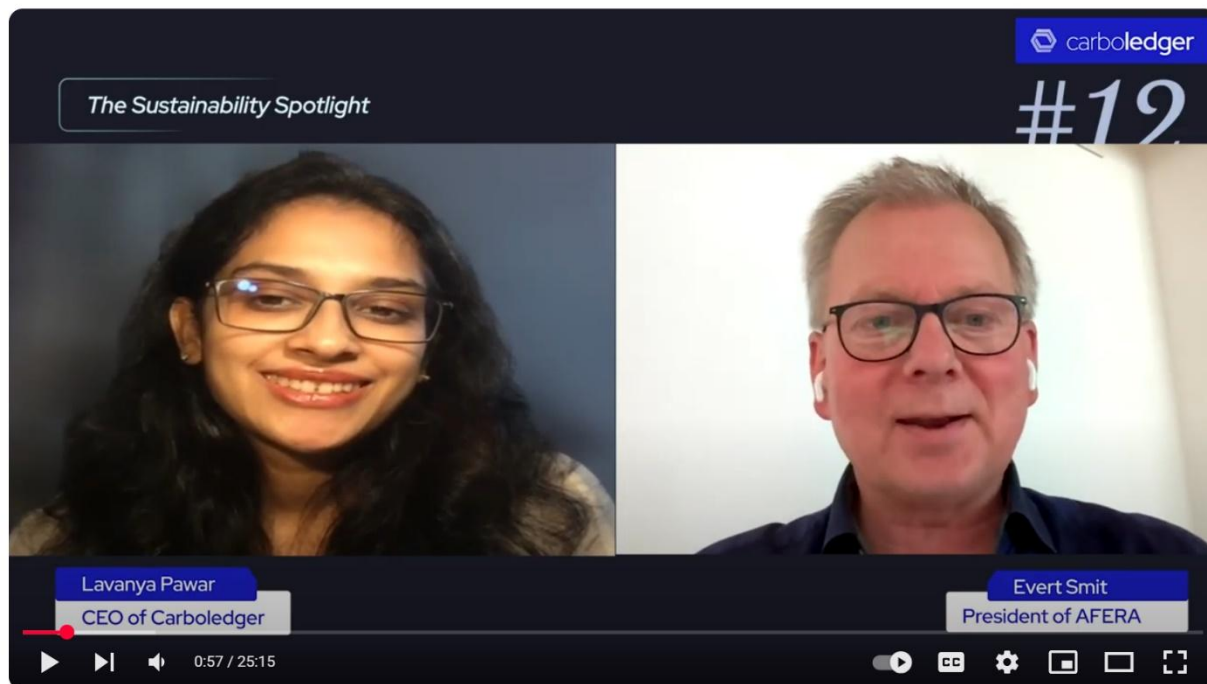


Collaboration drives sustainability innovation in adhesive tapes industry: Carboledger podcast serves as masterclass

Discover how collaboration is transforming sustainability in the adhesive tapes industry through a "masterclass" podcast on innovative carbon footprint calculation. In an exclusive Carboledger interview, Dr. Evert Smit reveals how competitors are joining forces to create a groundbreaking solution that could revolutionise environmental measurement across manufacturing sectors.



In a newly released Carboledger podcast interview for its series *The Sustainability Spotlights*, Lavanya Pawar, CEO of Carboledger, describes the discussion with Dr. Evert Smit, President of Afera, The European Adhesive Tape Association, as a "masterclass" in collaborative sustainability innovation.

With over 25 years of experience in the polymers and adhesives industry and a distinguished background in technology and innovation scouting, Dr. Smit reveals how competitors in the adhesives and tapes industries successfully have worked together to create a groundbreaking product carbon footprint (PCF) calculation tool. The initiative, jointly developed by Afera and IVK, the German Adhesives Association, via Sphera, brings together over 160 industry participants to address sustainability challenges.

Key highlights include:

- A user-friendly tool specifically designed for adhesives and tapes manufacturers
- Independent third-party validation to ensure data trustworthiness
- Affordable access for small and medium-sized companies (SMEs)
- Focus on creating a standardised approach to carbon footprint measurement

Dr. Smit emphasises that the project's success stems from a shared goal: making the industry more sustainable and relevant. By working together, companies can develop better products, reduce carbon footprints and demonstrate corporate responsibility. As Ms. Pawar notes in her closing remarks, the interview serves as a masterclass in how industries can collaborate to drive meaningful sustainability innovation, offering a powerful model for other sectors to follow.

To listen to the podcast, visit <https://www.youtube.com/watch?v=Mk9XbopHeEo>.

TACK, the Afera-IV PCF calculation tool for adhesives and tapes: Developed *by* and *for* the adhesives and tape sectors, TACK empowers companies—regardless of size or expertise—to calculate cradle-to-gate PCF with precision and consistency, backed by ISO standards, TfS guidelines and third-party validation. Officially launched on 26 May 2025, Afera and IVK members can obtain a license to access TACK using the TACK Order Process Form. For more information, visit <https://afera.com/adhesive-tapes-sustainability/tack-pcf-calculation-tool/>.