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Adhesive tape field experts to educate industry newcomers from R&D to sales

10-12 April 2017, Brussels, Belgium

The Hague, The Netherlands, 21 February 2017

[Afera, the European Adhesive Tape Association](#), announced its eighth event organised, hosted and taught by the best and brightest of the field of adhesive tape. Unique to the European tape industry, [Afera's Tape College](#) brings two days of learning about the fundamentals and current technical essentials of adhesive tape technology to professionals relatively new to the market.

"[Afera's 2016 event](#) was of the highest quality we've seen yet in every regard. Due to security concerns in Brussels at the time, business travel was limited. Because of the positive response, however, we are offering the same event, including many of the same themes and speakers, just a year later," said Evert Smit, Afera Technical Committee chairman and head of R&D at Lohmann GmbH & Co. KG. He is also host of the "[Why Tapes?](#)" seminar session and presenter of "[Made to Stick: A General Introduction to Tapes](#)," the first lecture of the Tape College. Other lectures in the programme cover the selection, formulation, manufacture, conversion, application, testing and regulation of tapes.

Afera's premier educational event for those new to the world of adhesive tape technology is formulated and hosted by a focussed working group including Reinhard Storbeck, director of R&D at tesa SE; Gert-Jan van Ruler, application specialist at Eastman Chemical Middelburg B.V.; and Ian Grace, global technical support manager for tapes and labels at Bostik B.V. This same working group, headed by Evert Smit, is also organising Afera's first International Technical Seminar on 2-6 April 2018 at the Sheraton Munich Arabellapark Hotel in Munich, Germany. Highlighted by the Global Tape Forum and Global Test Methods Committee meetings, this event will draw attendees from North America, Asia and the Middle East.

The [8th Afera Tape College](#) will be held 10-12 April 2017 at the Brussels Marriott Hotel. **[Rooms must be booked through Afera by 28 February 2017, after which the block will be released.](#)**

Click [here](#) for 2016 Tape College testimonials.

Click [here](#) for 2017 Tape College programme and registration information.

Click [here](#) if you have a question.

[Afera, the European Adhesive Tape Association](#), is comprised of over 100 member companies from 20 European countries that represent the scope of expertise of the tape industry. Aiming to promote adhesive tape as the most effective, innovative and economical bonding and fixing solution, as well as to act as the voice of the European adhesive tape industry, Afera actively studies relevant market and regulatory issues, provides platforms for discussion and learning, and facilitates contact among its members and all other pertinent 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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