

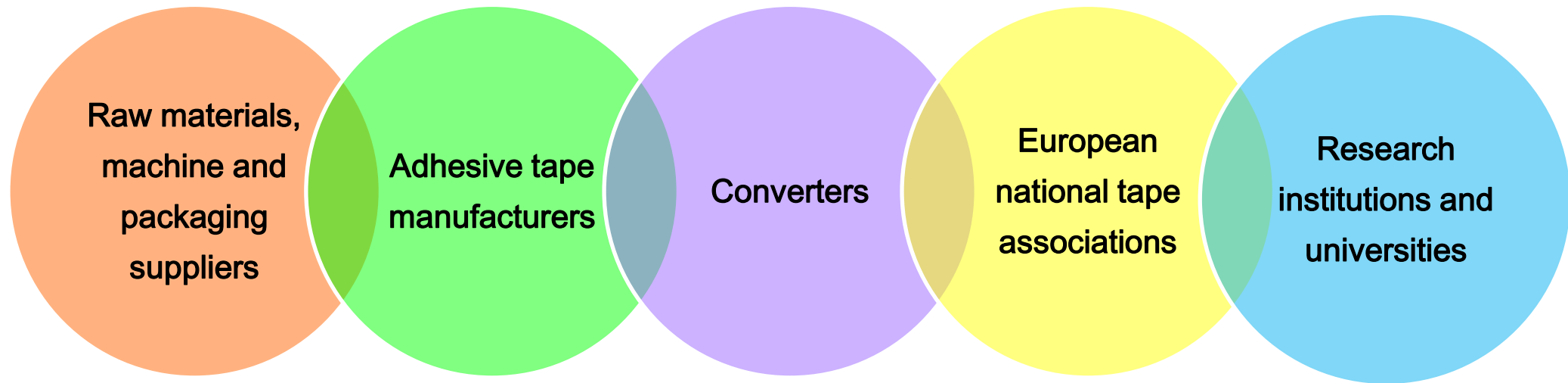


# The heart of the European tape network



# Who we are

Afera is the European Adhesive Tape Association, a not-for-profit trade organisation representing the interests of the best-in-class businesses within the adhesive tape value chain



# Who we are

- Established 1958 in Paris as technical association to create industry wide test methods (35 tape manufacturers from 6 European countries)
- Since 1999 in The Hague, The Netherlands, with currently **100+ Members from 20 countries, representing > 80% of European tape manufacturers in volume produced**



# Who we are

- Adhesive tape manufacturers with coating facilities in Europe and their non-coating subsidiaries
- Suppliers of raw materials, machines and packaging
- Converters, specialty non-graphic die cutters
- Distributors
- European national tape associations and groups
- Research institutions and universities



# Our vision & mission



## Vision

Afera is widely known and valued as the go-to community of the European tape industry for both Industry and non-Industry stakeholders.

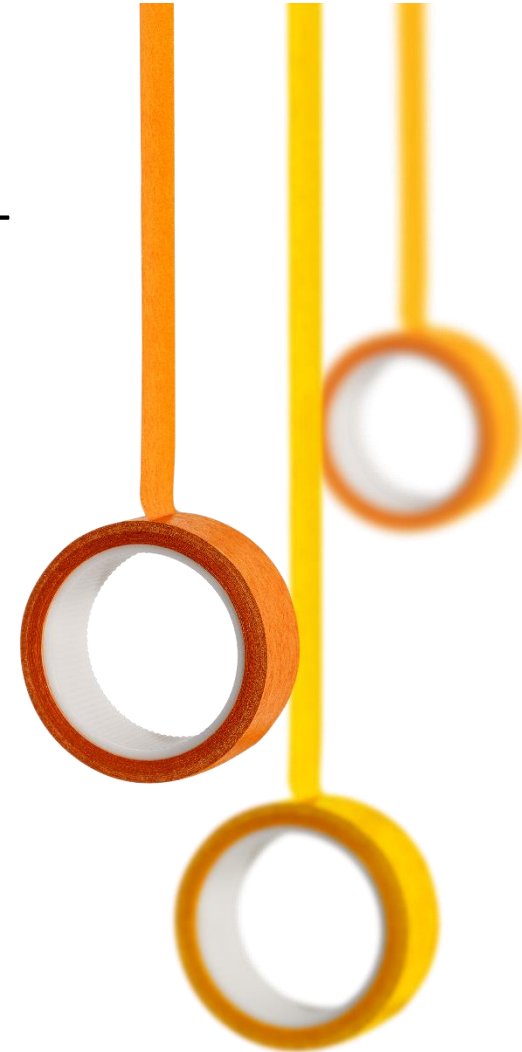
Stakeholders connect within Afera to address current and future key topics, which individual stakeholders cannot or prefer not to tackle themselves.

## Mission

Afera unites stakeholders along the value chain of the European tape industry, to ensure and increase the relevance of the tape industry in the world of tomorrow.

# Our goals: continuing 65 years of

- Making the adhesive tape industry future-proof
- Serving as the voice of the European tape industry to end users, policy-makers and educators
- Growing the market for tape
- Enabling Member Companies to keep one step ahead
- Initiating Member networking opportunities in a neutral environment
- Raising awareness among Members of demographic changes in the workforce
- Attracting and educating our future industry workforce



# What we do

- Host networking and educational events, both face-to-face and online
- Execute European and international next-level test methods standardisation and harmonisation projects
- Monitor and act in regulatory affairs and on sustainability issues
- Create and manage info. resources, including market and technical data and trends
- Team up with associations in adjacent technologies
- Promote end user application possibilities



# Afera events

Networking | Education

## **11<sup>th</sup> Afera Tape College + Committee Meetings**

11-14 March 2024 | Munich, Germany

## **7<sup>th</sup> Global Tape Forum & Global Test Methods Committee Meetings**

24-26 April 2024 | Shanghai, China

## **Afera Committee + Sustainability Project Meetings**

24-25 September | Thessaloniki, Greece

## **67<sup>th</sup> Afera Annual Conference**

25-27 September | Thessaloniki, Greece

## **Afera Annual General Assembly 2024**

November | TBA

**COMING  
SOON**



# Meetings & events

- Face-to-face and online
- Enhancing your technical and market knowledge
- Meeting important innovators, decision-makers and efficiency drivers—all the key players of the adhesive tape industry
- Engaging with like-minded companies which share your everyday business challenges



# Meetings & events

- Educating our (future) industry workforce
- Presentations and activities aimed at raising the bar of ambition and inspiration
- 3 Committees and 8 Working Groups providing Member networking and professional growth opportunities in a safe, trusted environment
- Active presence at conferences of global adhesive tape and adjacent industry counterparts



# Supporting the tape industry through any Industry or global crisis



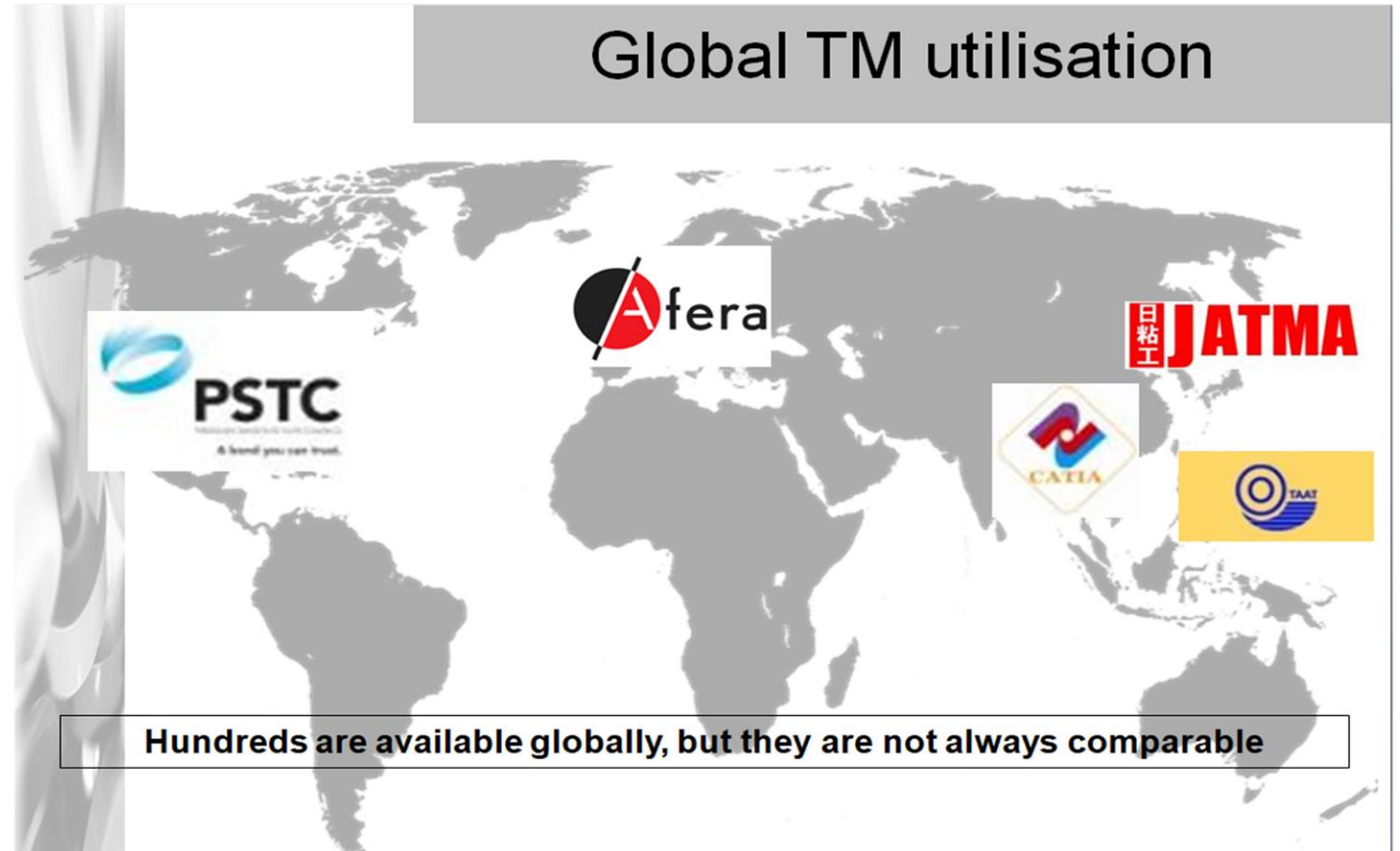
During the pandemic, we came through for Members

- Afera position statement: Adhesive tapes provide the invisible bonds that keep essential industries up and running
- Biweekly webinar series “Navigating the COVID-19 crisis within the adhesive tape value chain”
- Information and resources, including Member best practices and experiences, surveys, E.U. measures and real-time business developments



# Standardisation and harmonisation projects: next-level test methods

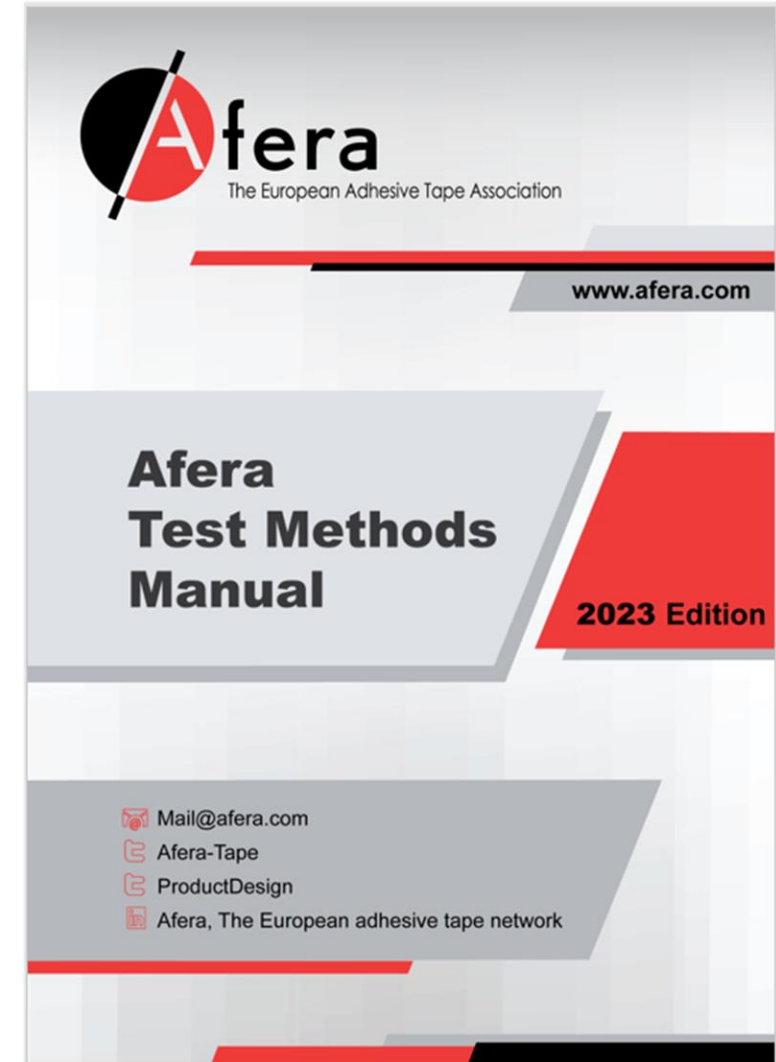
- Developing and refining European and globally recognised TMs with panels of Member Company experts
- Standards among the 5 members of the Global Tape Forum/Global Test Methods Committee labelled “GTF-harmonised TMs”
- Afera serves as permanent GTF Secretariat
- Recent release of [updated Afera Test Methods Manual](#)



# Standardisation and harmonisation projects: next-level test methods

## Recently adopted by the GTF

- GTF 6001 (SAFT)
  - GTF 6002 (Thickness)
  - GTF 6003 (Widths & Lengths)
  - GTF 6004 (Measurement of Peel Adhesion)\*
  - GTF 6005 (Breaking Strength & Elongation)\*
  - GTF 6006 (Static Shear Adhesion)\*
  - GTF 6007 (Loop Tack)
- \* ISO certified



# Standardisation and harmonisation projects: next-level test methods

## 2024 implementation

- Revision of Peel Adhesion TM (ISO 29862:2018)
- Modification of CEPI Lab TM on recyclability of fibre-based packaging
- Development of time-to-failure TM



# Our global and regional counterpart organisations in the GTF

## Fellow members of the [Global Tape Forum](#)

- North America (PSTC, The Pressure Sensitive Tape Council)
- Japan (JATMA, The Japanese Adhesive Tapes Manufacturers Association)
- China (CATIA, The China Adhesives and Tape Industry Association)
- Taiwan (TAAT, The Taiwan Regional Association of Adhesive Tape Manufacturers)



# Regulatory affairs

- Actively monitoring and participating in regulatory legislative processes
- A Technical Committee expert group focussed on regulatory affairs, led by Afera Regulatory Affairs & Sustainability Manager Pablo Englebienne
- Leveraging ties with associations in adjacent technologies to increase relevant direct and indirect influence with regulatory bodies
- A Rapid Alert Protocol to notify and act quickly on behalf of Afera Members in the event of a public relations or public affairs crisis affecting the tape industry



# Regulatory affairs: sustainability

Stepping up relevant direct and indirect influence with regulatory bodies re: initiatives and legislation



## Sustainability initiatives

- European Green Deal
- Circular Economy Action Plan
- E.U. Plastics Strategy
- Ecodesign
- Sustainable Products Initiative
- Chemicals Strategy for Sustainability
- REACH Restrictions



## Creating awareness and providing guidance on sustainability



- Facilitating the promotion of adhesive tapes as sustainable solutions
- A Technical Committee expert group focussed on sustainability, led by Afera Regulatory Affairs & Sustainability Manager Pablo Englebienne
- Monitoring upcoming legislation after issuing Industry statement on European Green Deal (EGD)
- Collaborating with and learning from other organisations

## Creating awareness and providing guidance on sustainability

Launching the [Afera Flagship Sustainability Project | “Translating the European Green Deal to Afera Members”](#)

1. Making standardised data and calculations available to Members
2. Establishing legislated best available techniques for waste management and reduction along the adhesive tape supply chain
3. Providing all relevant information about the EGD to Member Companies through an established link with the European Commission



# Afera PCF calculation tool

For tape manufacturers | Web-based

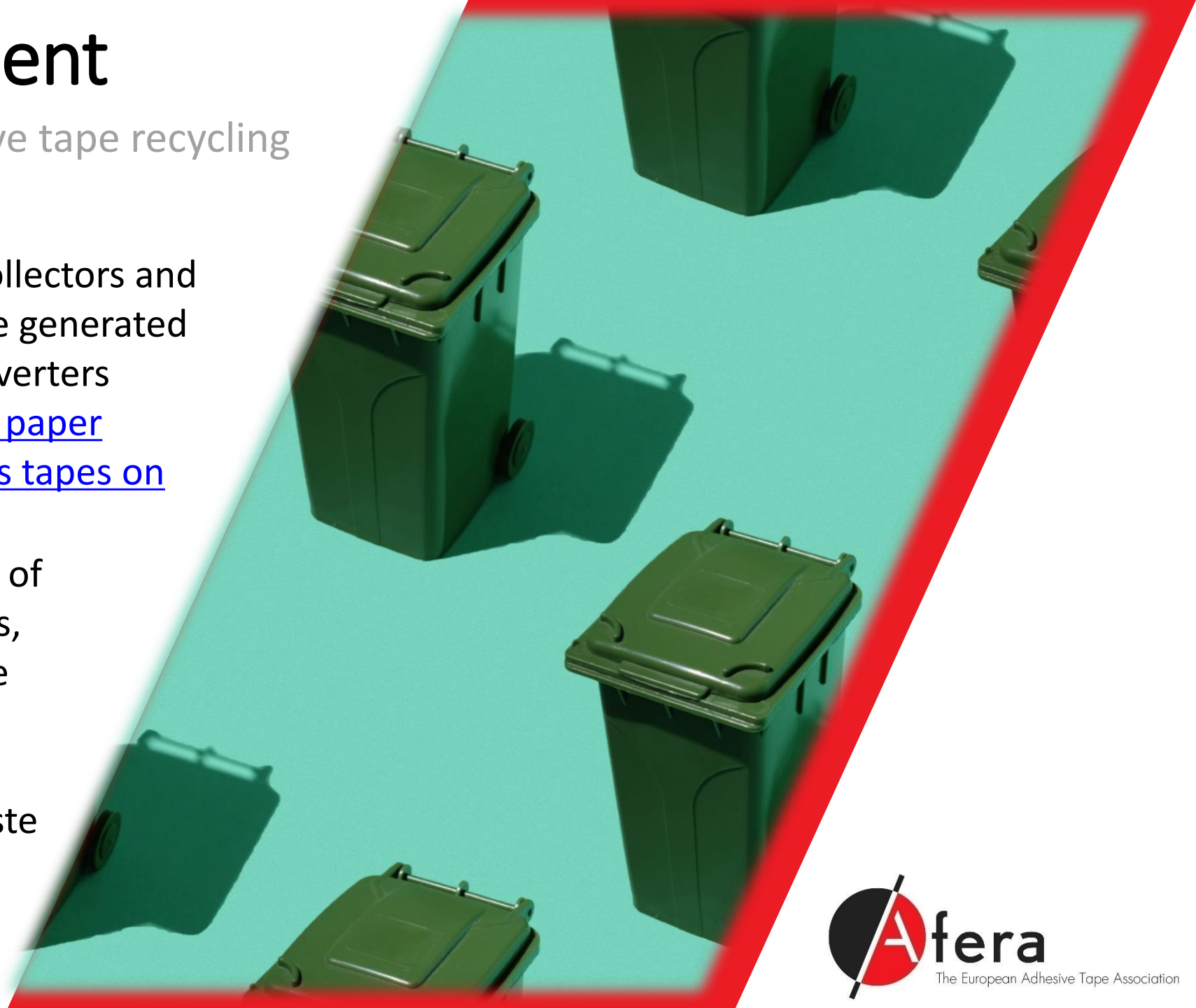
- Collaborating with German Adhesives Association IVK in [developing a sector-wide tool for product carbon footprint calculation of both adhesives and adhesive tapes](#) using a straightforward, harmonised, affordable method
- Scoping and building the adhesive and tape Tools with Members in a series of workshops, launching in 2024
- Made *by* the Industry *for* the Industry: It will become a standard, it will be required within the E.U., and it will help Members become more sustainable



# Waste management

Develop release liner, adhesive tape recycling programmes

- Creating a database of waste collectors and recyclers compatible with waste generated by tape manufacturers and converters
- Afera position paper: [Impact of paper release liner colour of adhesives tapes on material circularity](#)
- Tackling fragmented availability of tape waste with tape converters, end-users and third-party waste management platforms
- Exploring advanced recycling technologies for other tape waste



# Advocacy

Monitor impact of EGD | Prepare guidances, position papers

Released recently

- [Impact of SUPD on tapes guidance](#)
- [ISCC Plus certification guidance](#)
- Sustainable use of tape guidance
- [Statement against “negative list packaging characteristics” in PPWR](#)

Currently preparing

- Spanish Plastics Packaging Tax guidance
- U.K. Plastics Packaging Tax guidance

Anticipated preparation

- PPWR, PFAS REACH Restriction, Green Claims Directive guidances



## Stepping up relevant direct and indirect influence with regulatory bodies re: initiatives and legislation

### European Green Deal

- Circular Economy Action Plan
  - ✓ Update of Packaging and Packaging Waste Directive (PPWD)
  - ✓ Ecodesign for Sustainable Products Regulation (ESPR)
  - ✓ Substantiating Environmental Claims (SEC)
  - ✓ Single-Use Plastics Directive (SUPD)
  - ✓ Plastics Packaging Tax (PPT)
  - ✓ Packaging labelling requirements
  - ✓ Bio-Based & Biodegradable Plastics Framework



Stepping up relevant direct and indirect influence with regulatory bodies re: initiatives and legislation

## European Green Deal (continued)

- Chemicals Strategy for Sustainability
  - ✓ REACH revision
  - ✓ Safe and Sustainable by Design
  - ✓ Essential uses for chemicals
  - ✓ REACH Registration of Polymers
- REACH restrictions
  - ✓ Intentionally added microplastics
  - ✓ Secondary microplastics
  - ✓ PVC and PVC additives





# Information resources

- Creating, gathering and sharing Industry data and trend analyses, technical information, surveys, publications and other valuable Members-only information
- Annual presentation of an adhesive tapes study highlighting the most important market data and trends affecting the adhesive tape business
- More presentations from tape users and on specific adhesive tape industry verticals
- Routine collection of high general level of production data from GTF members



# Information resources

- Issuing *Afera News* digital newsletter and email flashes on Industry news, [our Sustainability Project](#), [events](#) and [sponsorship opportunities](#)
- Accessing Industry news and sharing your company news via [afera.com](https://afera.com) , [Afera's newsletter](#) and [Afera's LinkedIn](#)  account
- Exposing Member Companies to a wide audience through [advertising in Afera News](#) and at [afera.com](https://afera.com)

**Afera launches early-bird registration for Annual Conference in Malta**

**Afera and IVK to hold workshop on new PCF calculation tool**

**Afera holds successful 10th Technical Seminar**

**Afera reboots Regulatory Affairs Working Group**

**Afera feedback on PPWD revision**

**Afera releases new guidance paper: ISCC PLUS certification for tapes**

**Tape industry interview: Cooperation connects, connections solve problems**

**PSA tape and specialty tape market data and trends**

**Gripping like geckons: new dry adhesive tapes**

**How much can chemical recycling contribute to plastic waste recycling in Europe?**

**CELAS Europe position letter: release paper liner colour to enable recycling**

**Member news**

**Industry news**

## Afera launches early-bird registration for Annual Conference in Malta

Until 15 June at discounted rates, book into the European Adhesive Tape Network's 66th yearly 8-day interactive meeting themed "Taping our future". [Read](#) | [Register](#) | [Book room](#) | [Sponsorship opportunities](#)

## Afera and IVK to hold workshop on new PCF calculation tool

The first of 4 free workshops, the 6 June webinar will familiarise Members with Afera's harmonisation project and the online platform 3spha is developing exclusively for the 2 associations. [Read](#)

## Afera holds successful 10th Technical Seminar

Looking back on a knowledge-packed event with the bright minds of the adhesive tapes industry, attendees add their feedback to the Afera TechSem 2023 daily content wrap-ups and photos. [Read](#)

## Afera reboots Regulatory Affairs Working Group

The Packaging & Packaging Waste Directive (PPWD) revision and Regulation (PPWR), as well as the Ecodesign for Sustainable Products Regulation (ESPR), top the list of topics for current industry action. [Read](#)

## Afera feedback on PPWD revision

Afera recently submitted feedback on the definition of tapes, adhesives and recycling re: packaging and packaging waste applications. [Read](#)

## Afera releases new guidance paper: ISCC PLUS certification for tapes

Developed by the Advocacy Workstream of Afera's Flagship Sustainability Project (AFSP), the document aims to enable Member Companies to demonstrate the sustainability and circularity of their adhesive tape products. [Read](#)

## Tape industry interview: Cooperation connects, connections solve problems

For *Dicht!* Magazine, Afera President Evert Smit points out the cause of many of today's big problems and explains the solution, which is both uncomplicated and common sense.

## PSA tape and specialty tape market data and trends

Afera Members enjoy this preview and 2023 forthcoming ANA 2023 preliminary data.

# Discover the adhesive tape industry

**Afera, the European adhesive tape industry network.** Pressure-sensitive adhesive technology for engineering and design, educational events, technical standards, market trends, and environmental regulations

## WHY TAPE?

Learn more about the countless functionalities and options available in adhesive tape.

[Read more](#)

## MEMBER DIRECTORY

Search or browse through Afera's directory of members, which include best-in-class businesses and organisations belonging to the entire adhesive tape value chain.

[View all](#)

## UPCOMING EVENTS

Learn more about the countless functionalities and options available in adhesive tape.

[Read more](#)

WELCOME TO THE AFERA COMMUNITY



# Afera, The European adhesive tape network

Networking and educational events, technical standards, market trends, environmental regulation.

Non-profit Organization Management · The Hague, South Holland · 1,340 followers · 11-50 employees



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# Teaming up with associations in adjacent technologies



To learn, network and build influence in public affairs

- FEICA, The European Adhesive and Sealant Industry Association
- IVK, The German Adhesives Association
- ISGATEC, The International Sealing, Gasket and Adhesive Technology Knowledge Platform and Network
- FINAT, The European Self-Adhesive Label Industry Association
- Cefic, The European Chemical Industry Council
- CheMI, The European Platform for Chemicals Using Manufacturing Industries
- ERPC, The European Recovered Paper Council
- RadTech Europe, The European UV/EB Curing Technology Association



European Platform for Chemicals Using Manufacturing Industries



# Teaming up with associations in adjacent technologies

Monitoring and participating in European chemical and environmental regulatory legislative processes and increasing influence with regulatory bodies (FEICA)

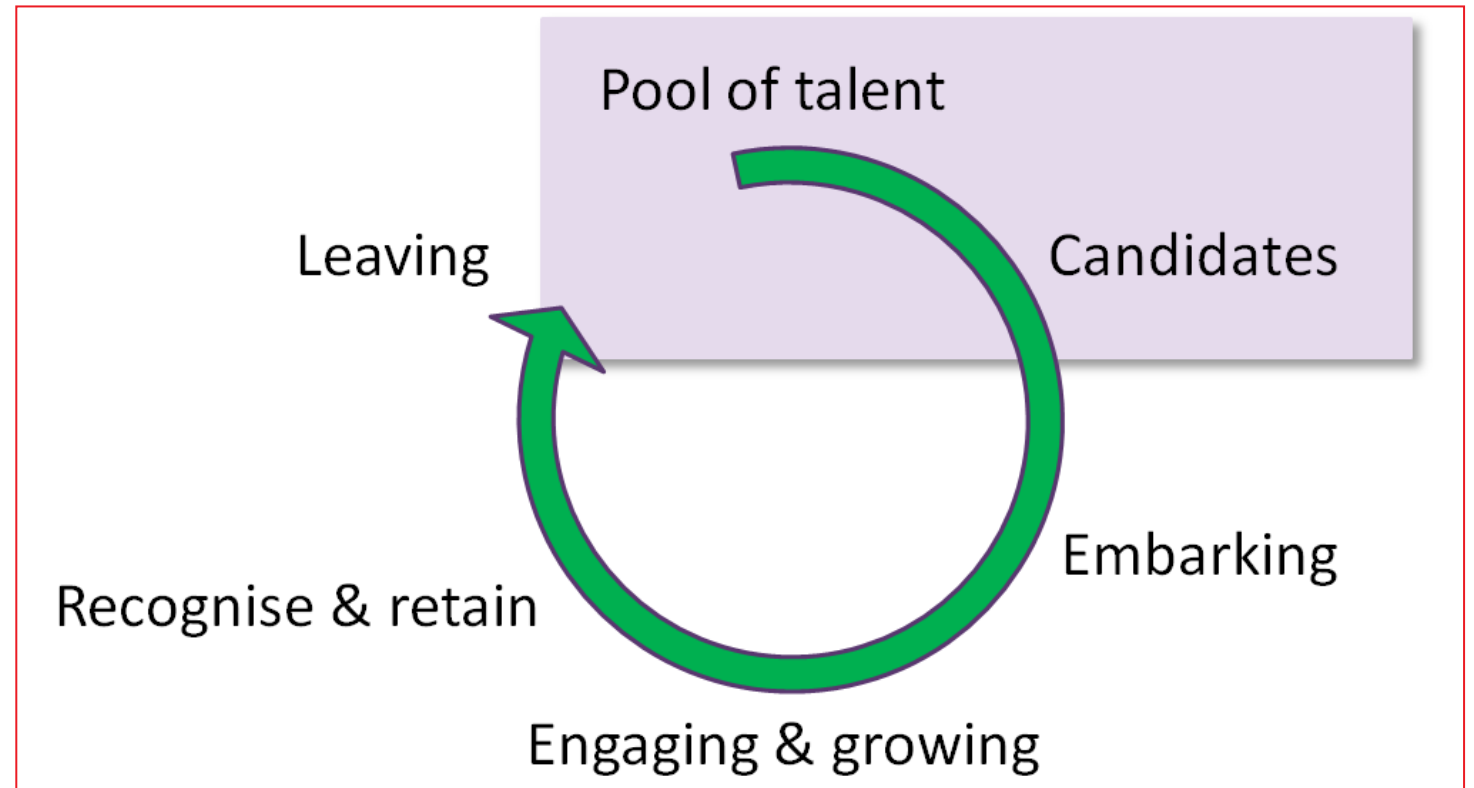
- European Green Deal
- Other sustainability issues
- Information exchange, expert groups, industry mobilisation, mutual support



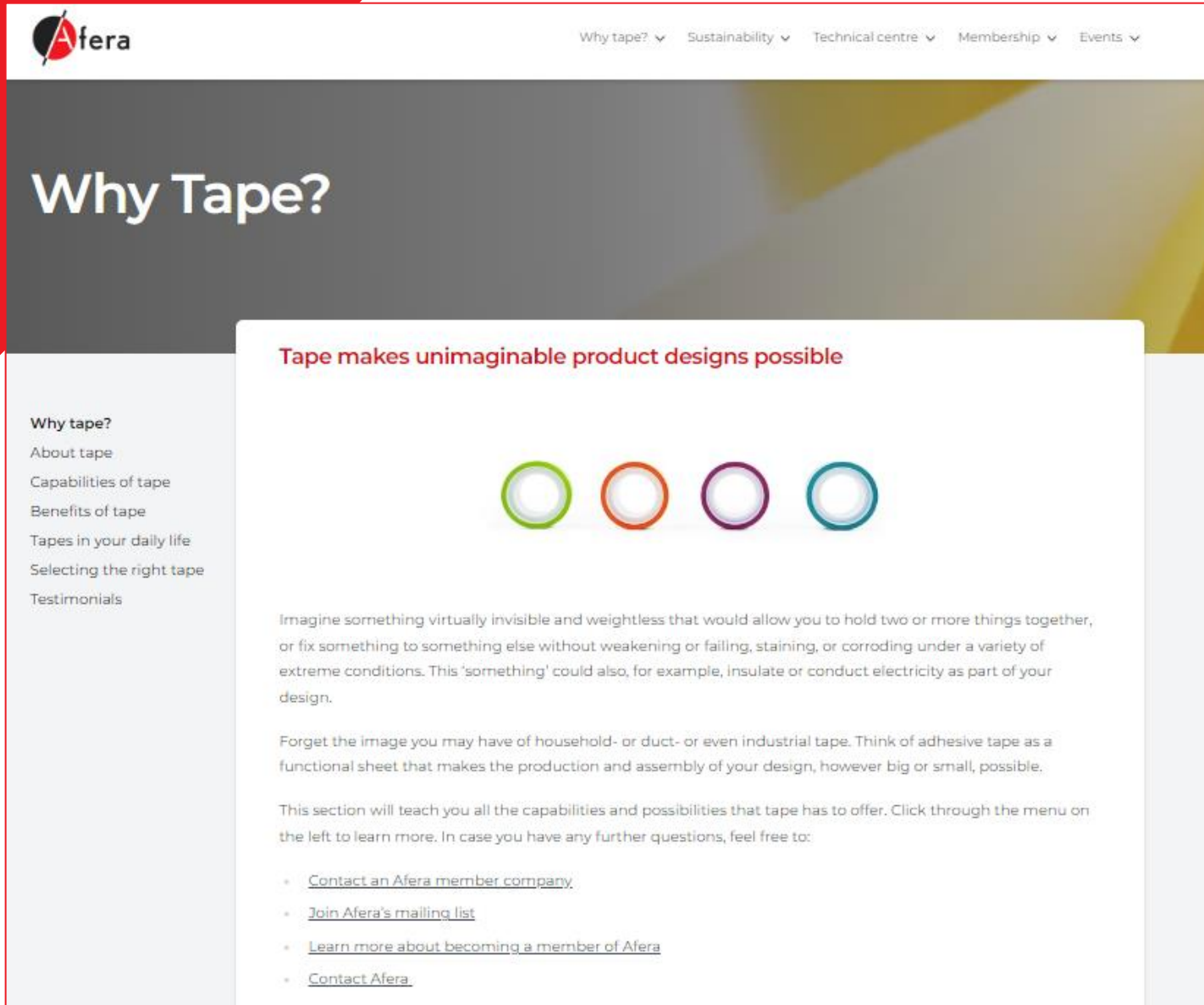
# Teaming up with associations in adjacent technologies

In addition to educating our (future) customers and employees, cueing in on future workforce (FINAT) so Members can more easily recruit and retain valuable employees

- Demographic changes
- Raising awareness of the adhesive tape technology industry/branding our business



# Promoting end user application possibilities



## Futureproofing our business

- Growing the market for adhesive tape solutions by targeting today's design and process engineers through strategically placed online content about the functionalities and circularity of tape
- Participate in and learn from leading-edge integrated content marketing and social media programme

# Current trend highlights

Treating sustainability and incorporating adhesive tapes into the Circular Economy as opportunities

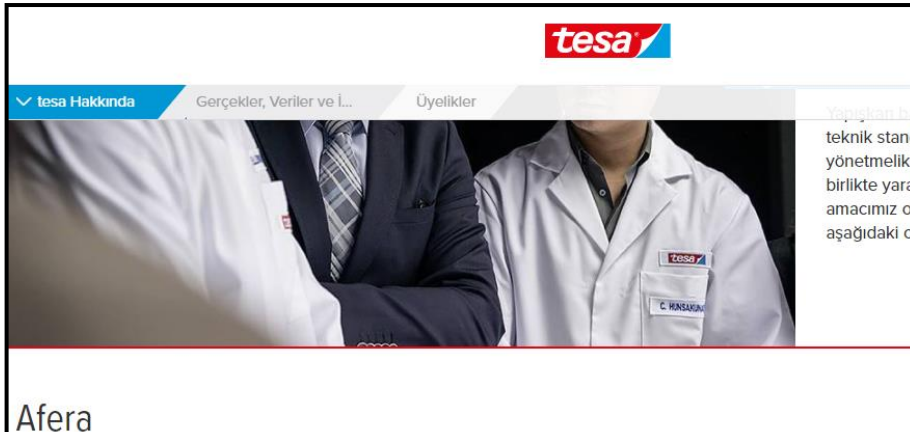
- Flagship sustainability project on translating the European Green Deal to our Members
- Recognising PST success stories

Connecting/learning from each other in an increasingly globalised market

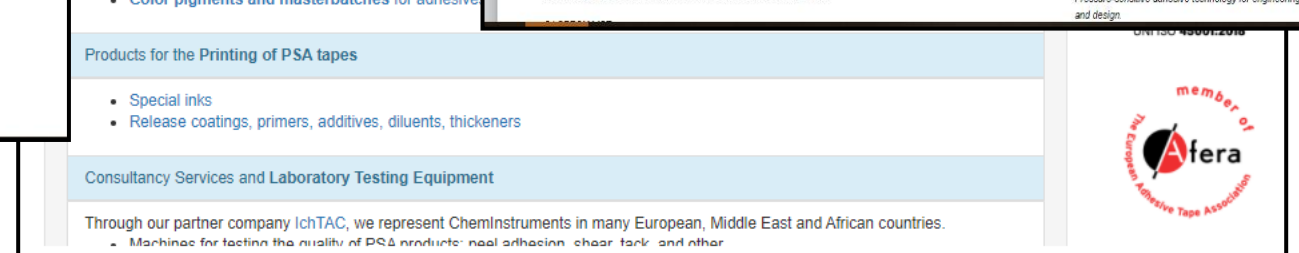
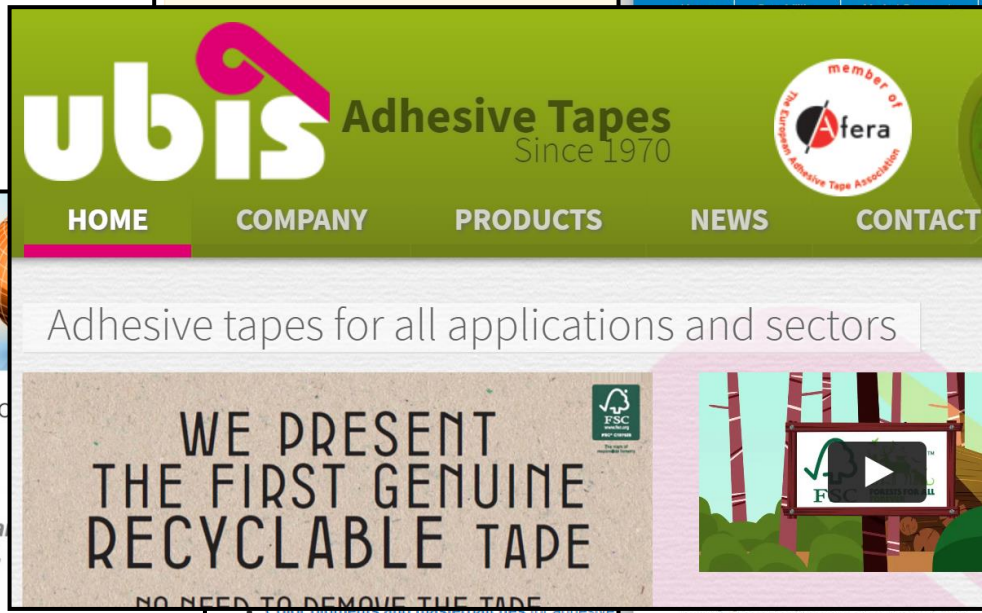
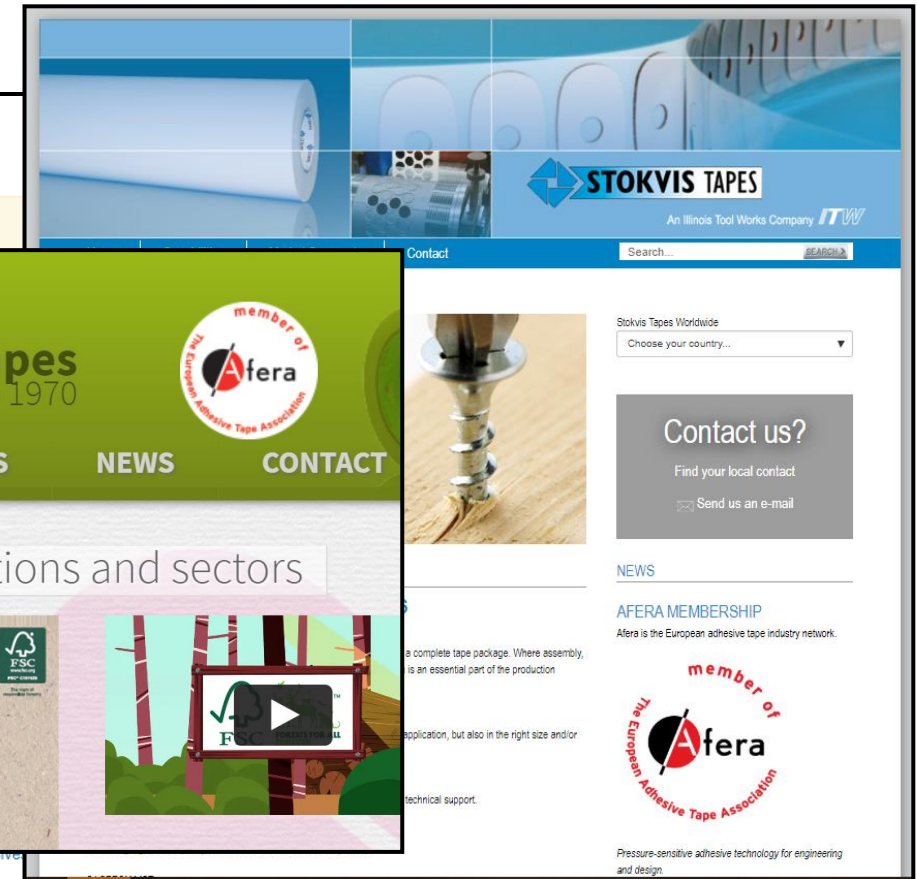
- Recognising that we are in this industry together
- Co-operating and co-creating, becoming trusted partners
- Striving for transparency in everything we do
- Active presence at global conferences / our European audience wants to interact with our Asian (CATIA, TAAT, JATMA) and North American (PSTC) counterparts



# Membership: a recognised Industry standard

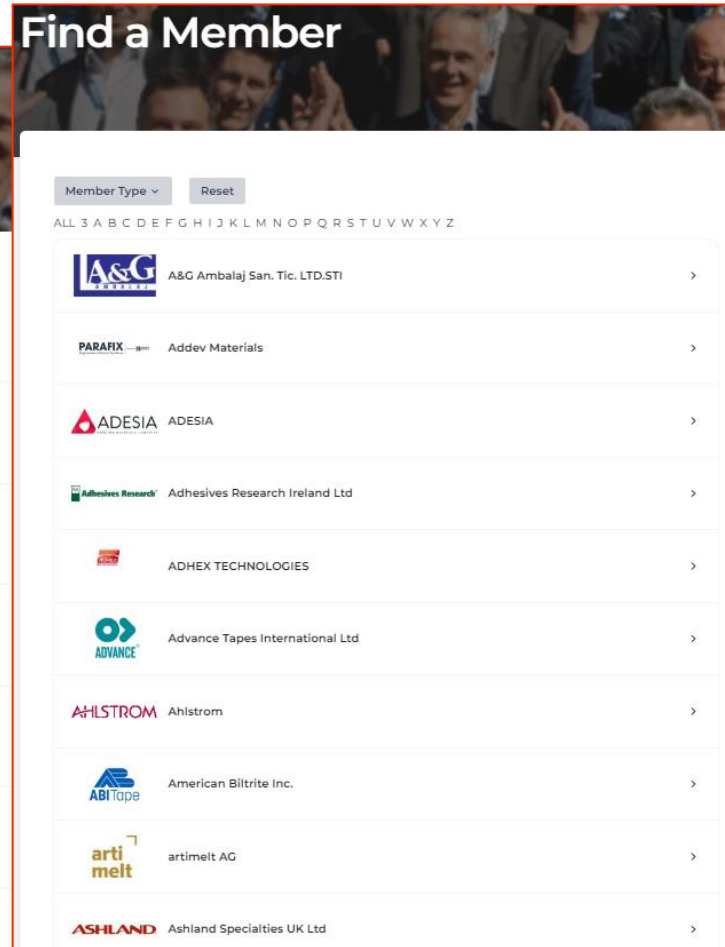
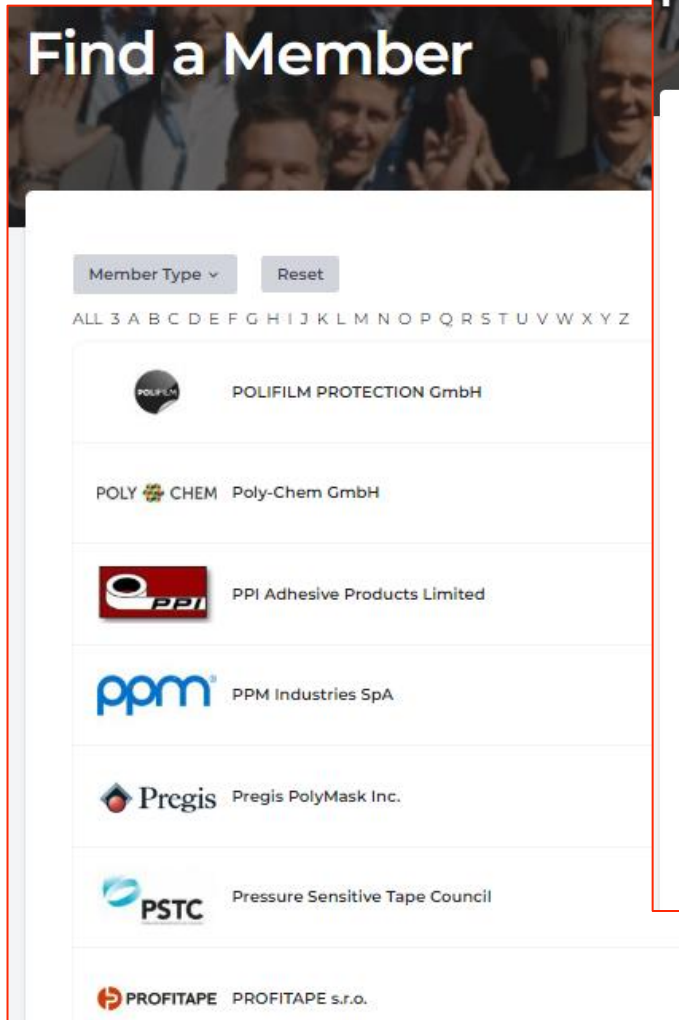


Afera

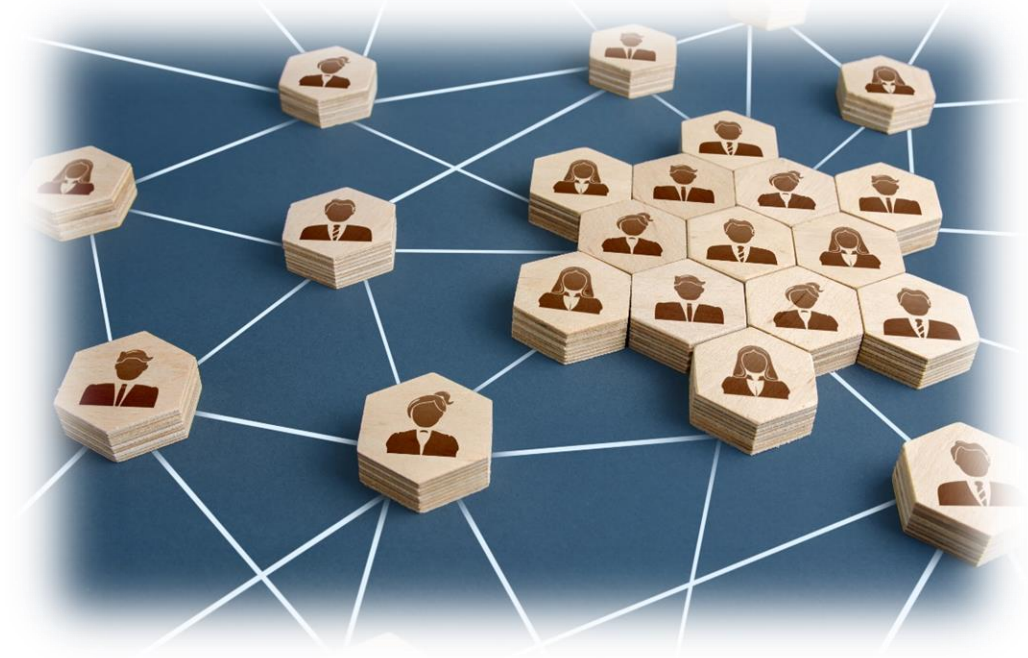


[APPLY FOR MEMBERSHIP](#)

# Membership: a recognised Industry standard



[APPLY FOR MEMBERSHIP](#)



Our Member directory

- a popular adhesive tape industry resource and one of the most visited pages at [afera.com](http://afera.com)