



## 2024-2025

**The European adhesive tape network. Networking and educational events. Sustainability. Environmental regulation. Technical standards. Market trends. Adjacent technologies. Today and tomorrow's workforce.**

**Afera, The European Adhesive Tape Association**, unites the decision-makers and creative minds of the European tape value chain in a total commitment to making the adhesive tape industry future-proof. As a non-profit organisation, Afera provides a medium for tape trade expertise in order to enhance the product, the business and the future of the adhesive tape market in Europe.

### **An industry looking to the world of tomorrow**

Companies along the European tape value chain face varied economic conditions and the new realities of a digitised global economy. Perspectives on the Industry through 2025 remain positive however. There is a strong demand for new, more specialised tape applications and technologies to meet the challenges of the evolving Industry. Companies are spending a significant amount of time and training on their sales forces to search out new opportunities, and on their R&D capabilities to create and utilise sustainable raw materials, to down-gauge product specifications and to design for recycling.

### **Enabling your company to keep one step ahead**

The European tape industry, renowned for its standards of innovation, quality and service, remains an attractive business sector. Careful consideration of the types of activity and investment which will be most appropriate going forward, given rapidly changing global dynamics, is required. Afera meets this challenge by strategically selecting, organising and supporting special projects, activities, events and other resources for our Members to plan and grow their businesses successfully.

### **Our 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 the Afera community to address current and future key topics, which individual stakeholders cannot or prefer not to tackle themselves.



## Our 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.

We accomplish this by

- Acting as the voice of the Industry to end users, policy makers and educators
- Growing the market for adhesive tape solutions by targeting today's engineers and designers through strategically placed online content about the functionalities and circularity of tape
- Enabling Member Companies to keep one step ahead by providing an organised, collaborative, flexible platform for networking and learning through meetings and events, gathering and sharing market and technical information, actively monitoring and participating in regulatory and standards development processes, and establishing globally recognised test methods (TMs)
- Raising the awareness of the adhesive tape technology industry among our Members' future workforce—actually branding our business—so that our Members can more easily recruit and retain valuable employees
- Educating newcomers to the adhesive tape industry.

## Our values

- **Members first**  
The success of our mission depends upon our Members. Afera's primary commitment is to meet our Members' needs, including reliability, consistency, and quality in events, initiatives, publications, information and tools; and to provide equal Industry representation to all of our stakeholders.
- **Investment in the Industry**  
Afera believes that an interactive, organised adhesive tape industry will expand and flourish if offered a pan-European platform on which to collaborate. We believe that an Industry which is mobilised, unified and well-voiced, will benefit from pan-European and international co-operation and representation in regulatory and public affairs issues and initiatives.
- **Efficiency & accountability**  
We exist to serve our greatest asset, our Members, in the best manner possible by promoting efficiency, providing full financial accountability, and where possible, sharing resources and accessing expertise among our Membership and associates.



## Our focus

With the entire tape industry value chain in view, Afera creates and supports strategic projects, activities and tools which offer value to our Members and the European tape industry:

### Growing your business and the tape market

- 3 committees and 8 working groups providing Member networking and professional growth opportunities in a safe, trusted environment
- Launch of an [Afera Flagship Sustainability Programme](#) to provide external Industry understanding of the environmental benefit of tapes and to support Members in approaching issues of sustainability and environmental responsibility
- Leading-edge integrated content marketing and social media programme focussed on growing the tape market ([Why Tape?](#)) and raising Afera's profile in the Industry
- Presentation of an adhesive tapes study, highlighting the most important market data and trends affecting the adhesive tape business, at Afera's Annual Conference in October
- "Member of Afera" logo-link to publish on your homepage indicating to your partners and customers that you belong to an exclusive network of first-rate businesses in the adhesive tape value chain
- Updated media tools such as [afera.com](#), [Afera News digital newsletter](#) and [LinkedIn](#)
- Surveys of Afera's Membership to gauge the wants and needs of all our Members
- Active recruitment programme focussing primarily on tape manufacturers but ensuring that the entire tape value chain is represented in Afera's Membership.

### Creating awareness and providing guidance on sustainability

- A Technical Committee expert group focussed on [sustainability](#), led by Afera Regulatory Affairs & Sustainability Manager Pablo Englebienne
- Stepping up relevant direct and indirect influence with regulatory bodies re: circularity initiatives and legislation
- Facilitating the promotion of adhesive tapes as sustainable solutions
- Monitoring and advocating for the tape industry in upcoming legislation after issuing [Industry statement on European Green Deal \(EGD\)](#)
- Collaborating with and learning from other organisations
- [Launching the Afera Flagship Sustainability Project](#): "Translating the European Green Deal to Afera Members":
  - Making standardised data and calculations available to Members
  - Establishing legislated best available techniques for waste management and reduction along the adhesive tape supply chain
  - Providing all relevant information about the EGD to Member Companies through an established link with the European Commission
- Developing a web-based [Afera Product Carbon Footprint \(PCF\) calculation tool](#) for users of products incorporating tapes, *that is soon to be a regulatory compliance necessity!*

### Stepping up influence and involvement in regulatory affairs

- A Technical Committee expert group focussed on regulatory affairs, led by Mr. Englebienne
- 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



- Active monitoring and participating in regulatory legislative processes of relevant European and worldwide regulations, directives and commercial standards, including the following European Green Deal legislation:
  - **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
  - **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
- Representation of REACH downstream users (DUs) through our seat in the partner expert group in CheMI, the European Platform for Chemicals Using Manufacturing Industries
- Collaboration with IVK (The German Adhesives Association) in monitoring and participating in the meetings and initiatives of the European Recovered Paper Council (ERPC)
- Leveraging ties with other associations in adjacent technologies to increase relevant direct and indirect influence with regulatory bodies: Cefic (The European Chemical Industry Council), ERPC (The European Recovered Paper Council), FEICA (the Association of the European Adhesive and Sealant Industry), FINAT (The European Self-Adhesive Label Industry Association), ISGATEC (The International Sealing, Gasket and Adhesive Technology Knowledge Platform and Network), RadTech Europe (The European UV/EB Curing Technology Association) and other organisations.

### **Working toward global harmonisation**

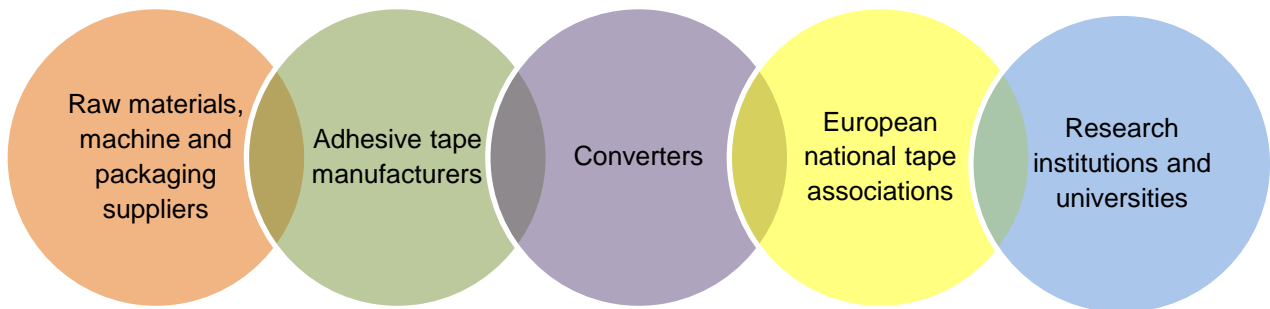
- Developing and refining European and globally recognised test methods (TMs) with panels of Member Company experts
- Development of internationally recognised standards among the 5 members of the GTF/Global Test Methods Committee (GTMC), labelling them 'GTF-harmonised TMs'
- Management of the Global Tape Forum (GTF) secretariat
- Routine collection of high general level of production data from GTF members
- Release of the 2023 edition of the *Afera Test Methods Manual*
- In 2024, revision of Peel Adhesion TM (ISO 29862:2018), modification of CEPI Lab TM on recyclability of fibre-based packaging, and development of time-to-failure TM
- Support in maintenance and periodic reviews of ISO 29862:2007 Measurement of Peel Adhesion of Adhesive Tapes, ISO 29863:2007 Static Shear Adhesion of Adhesive Tapes, and ISO 29864:2007 Breaking Strength and Elongation of Adhesive Tapes TMs.



## Events 2024: networking & learning in a neutral environment

We foster Member engagement by organising the following events:

- [Afera Committee & AFSP Meetings](#)  
11-12 March 2024 | Le Méridien, Munich, Germany
- [11<sup>th</sup> Afera Tape College](#)  
12-14 March 2024 | Le Méridien, Munich, Germany
- [7<sup>th</sup> Global Tape Forum & Global Test Methods Committee Meetings](#)  
24-26 April 2024 | Shanghai, China
- [Afera Committee & AFSP Meetings](#)  
24-25 September | Hyatt Regency, Thessaloniki, Greece
- [67<sup>th</sup> Afera Annual Conference](#)  
25-27 September | Hyatt Regency, Thessaloniki, Greece



## 16 reasons why you should join Afera

1. Connect yourself with the only European organisation dedicated to representing the entire adhesive tape industry value chain and raising the bar of ambition and inspiration
2. Network with important innovators, decision-makers and efficiency drivers—all the key players of the adhesive tape industry—in a neutral environment
3. Engage with like-minded firms who share your everyday business challenges
4. Benefit from vital information, co-operation and representation regarding European and global regulatory and standards issues
5. Team up with associations in adjacent technologies to learn, network and build influence in public affairs
6. Develop and refine modern adhesive tape TMs with panels of Member Company experts
7. Take part and learn from Afera's developing Sustainability Programme
8. Purchase and utilise the web-based, sector-wide tool for PCF calculation of both adhesives and adhesive tapes. (It is straightforward, harmonised and affordable – *and soon to be a regulatory compliance necessity!*)
9. Learn the latest on tape industry developments at Afera's Annual Conference and Committee and Working Group Meetings—and attend these events at the discounted Member fee
10. Enhance your market and technical knowledge at educational events such as Afera's 11<sup>th</sup> Tape College in Munich and 67<sup>th</sup> Annual Conference in Thessaloniki, Greece, in 2024



11. Participate in and learn from Afera's forward-looking social media and content marketing programme focussed on growing the tape market by connecting with design and process engineers
12. Gain access to Industry data studies, surveys, publications and other valuable, Members-only information
13. Receive the *Afera News* digital newsletter and email flashes on Industry news, events and sponsorship opportunities
14. Share your Company news on afera.com and our LinkedIn account
15. Expose your company or organisation to a wide audience by advertising in *Afera News* and on afera.com
16. Take advantage of full-time logistical and administrative support from Afera's Secretariat.

### **Partnering with leading companies**

All Afera's events are organised with sponsorship partners such as DRT, Flexcon Europe Limited, H.B. Fuller UK, ICAP-SIRA Chemicals and Polymers, Mativ, Organic Kimya and Deutschland, Synthomer Deutschland GmbH and others to bring value to our Members.

The Association's Steering, Technical and Marketing Committees and Working Groups are composed of Industry representatives from some of the above-mentioned companies plus 3M Europe, A&G Ambalaj, Advance Tapes International Ltd., American Biltrite, artimelt AG, Atlas Tapes SA, ATP adhesive systems AG, Avery Dennison Performance Tapes, BASF Aktiengesellschaft, Bostik Smart Adhesives, certoplast Technische Klebebänder GmbH, Coroplast Fritz Müller GmbH & Co. KG, Dow Europe GmbH/The Dow Chemical Company, Egebant, Evonik Industries AG, Fraunhofer Institute IFAM, Henkel AG & Co. KGaA, IVK/FEICA, Lohmann GmbH & Co. KG, Loparex, Mondi Incoat GmbH/Mondi Group, NAR SpA, Neenah Performance Materials/Neenah Gessner GmbH, Nitto Europe N.V., Novacel SAS, Sekisui Alveo, tesa SE and UPM Specialty Papers Oy. Afera is run *by* the Industry *for* the Industry.

### **Membership**

Currently Afera consists of 120 Members from 20 European countries, representing more than 80% of European tape manufacturers in volume produced. Based in The Hague since 1999, the Association is open for Membership to those involved in the European adhesive tape industry:

- Manufacturers with coating facilities in Europe and their non-coating subsidiaries
- Raw materials, machine and packaging suppliers
- Converters, specialty non-graphic die cutters
- Distributors
- European national tape associations and groups
- Research institutions and universities.

### **Complying with competition law**

Afera and our Members adhere to a policy of strict compliance with European Community Competition Law (Articles 81 and 82 of the EC Treaty) in all our operations.



**Afera, The European Adhesive Tape Association**

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