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## **Afera's 1<sup>st</sup> Tape College and 2<sup>nd</sup> Technical Seminar a Success**

The Hague, The Netherlands, April 7, 2004

Afera, the European Association for the Self Adhesive Tape Industry, today pronounced its recent technical events a notable success, gauged by high rates of attendance and the positive results of a comprehensive participant questionnaire. Afera launched its 1<sup>st</sup> Tape College March 23–24, 2004 at the Marriott Hotel in Brussels, Belgium, followed by the 2<sup>nd</sup> biennial Technical Seminar on March 25–26, 2004. Both events attracted a wide range of participants from around the globe for a total of four days of technical lectures and networking.

With 90 participants from 16 countries, the Tape College was a first-time, 1½-day educational course designed to offer anyone in the 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. Event capacity was quickly filled with mostly those from R&D and technical divisions, eager to learn from and mingle with their tape industry compatriots.

Of the 10 'classes' held at the Tape College, the presentations "Technology and Applications of Acrylic Pressure Sensitive Adhesives," given by Don Pierson of Rohm and Haas (U.S.A.) and "The Chemistry of Tackifying Resins and Their Interaction with Various Polymers," delivered by Chrétien Donker of Eastman Chemical Middelburg (Netherlands), received the highest ratings according to the results of a participant questionnaire. Extensive feedback further revealed that attendees were impressed with the high level of organisation, quality of presentations and relevance of industry information provided by the Tape College.

“Never before have I seen participants so diverse in talents and backgrounds come together at such a well-timed, well-organised event as the Tape College,” remarked attendee Robert Moore, a board member of the ADCCAT Association (U.K.). “The program provided a well-rounded information exchange with interesting lectures and time to socialize with our colleagues in the tape industry.”

Unique to Europe and open to all tape industry professionals, the Tape College was loosely modelled on Tape University 101, organised by Afera’s American counterpart association, the Pressure Sensitive Tape Council (PSTC). Participants experienced a genuine sense of completion at the conclusion of the Tape College when an informal, American-style graduation ceremony was held and the ‘graduates’ were individually recognised and awarded certificates of completion by Afera’s Technical Committee Chairman, Lutz Jacob of ExxonMobil Chemical Europe, and Afera’s Secretary-General, Astrid Lejeune.

The Tape College was organised as a prelude to the 2<sup>nd</sup> biennial Technical Seminar, held at the same venue on March 25–26, 2004. Following the enormous success of the 1<sup>st</sup> Technical Seminar launched in 2002, the two-day event was again geared toward creating a collaborative platform for cutting-edge technical issues and developments relevant to the world-wide self adhesive tape market. This year’s attendance numbered 124 industry professionals from 17 countries.

The highlights of the Technical Seminar’s 21 presentations included the papers “New High Performance Styrenic Block Copolymers for Hot Melt Adhesives,” presented by Noel De Keyzer of Kraton Polymers Research (Belgium), and “From Adhesion to Release Using a Probe Method,” presented by Costantino Creton of Laboratoire PCSM-ESPCI, Paris University (France).

“The Technical Seminar provided the perfect setting for reconnecting with the innovations and people driving the adhesive tape industry,” commented attendee Michael Gerstenberger of Verlag Coating Thomas & Co. (Switzerland). The participants, largely from R&D, technical, sales and marketing divisions of tape companies, gave highly positive feedback on the event, commenting specifically on the advantageous blend of seminar topics. Attendees of both technical events also expressed their satisfaction with the discounted combined participation fee.

The success of the 1<sup>st</sup> Tape College and the 2<sup>nd</sup> Technical Seminar has ensured that they will be hosted again by Afera in 2005/2006. Afera organises these and other events to serve a variety of levels and areas of interest and know-how within the tape industry. More detailed information about past and future Afera events can be found at Afera's website, [www.afera.com](http://www.afera.com).

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**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, focused committees and working groups addressing important issues and research, and full-time logistical support from its head office in The Hague, the Netherlands. Afera is routinely involved in identifying and researching issues relevant to the tape industry, such as the promotion of use and global standardisation, as well as the collection and publication of applicable market and technical data. The Association collaborates world-wide with public and private bodies relevant to its members with regard to technical, ecological, economic and social developments within the tape industry.

**Afera, the European Association for the Self Adhesive Tape Industry**, is comprised of 110 members from 18 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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