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## **Afera to Host 3<sup>rd</sup> Technical Seminar & Exhibition in 2006**

The Hague, The Netherlands, November 2<sup>nd</sup>, 2005

Afera, the European Association for the Self Adhesive Tape Industry, announced today that it will host the 3<sup>rd</sup> Afera Technical Seminar April 5<sup>th</sup>–7<sup>th</sup>, 2006, at the Brussels Marriott Hotel in the city centre. Following the enormous success of the first two seminars in 2002 and 2004, the three-day Technical Seminar (TS) is aimed at updating industry professionals on the cutting-edge technical issues driving the pressure sensitive adhesive (PSA) industry. Open to all tape industry professionals, this event will also feature a table-top exhibition of industry businesses showcasing the latest advances in PSA technology.

By popular demand, Afera's TS programme has been extended from two days to three, and will include presentations of 24 papers, 25 minutes each, by technical experts from distinguished tape industry companies and organisations, as well as a 40-minute panel discussion forum following each half-day session. A new addition to the TS event, a table-top exhibition featuring the products and services of tape industry businesses, is scheduled to take place on April 6<sup>th</sup> from 17h–19h at the same venue.

Topics at the TS will focus on technical advancements in tape properties, processing and applications in order to promote quality and efficiency, as well as broad and optimal use, of PSA solutions. Highlighted on the agenda is a lecture on recent developments in the European Chemicals Policy, REACH, and its consequences for the tape industry. In addition, Prof. Dr. Andreas

Gross of the prestigious Fraunhofer Institute, famous for its regular adhesive courses, is scheduled as a return speaker. The American Pressure Sensitive Tape Council (PSTC), as part of a counterpart association exchange initiative, is also expected to present a paper. The four Session Chairmen of the TS are Chrétien Donker of East man Chemical, Andre Thyssen of 3M Laboratories Europe, Ralf Rönisch of Henkel, and Peter Broschk of tesa.

Seminar invitees include Afera's 126 members from 17 European countries, as well as non-members who are associated with the European self adhesive tape industry, such as the press, customers, suppliers and other international counterparts.

"Attending the Technical Seminar has proven to be an extremely effective way to update oneself, as a tape industry professional, on the latest issues and technologies relevant to the fast-moving PSA world," explained Lutz Jacob of ExxonMobil Chemical Europe, TS Chairman as well as Afera's Technical Committee Chairman. "The Seminar is also about creating and maintaining lines of communication within the industry. Attendees are eager to meet with key industry players—to develop useful contacts for building the professional networks which power the market."

Hosting the 3<sup>rd</sup> TS, along with launching the Table-Top Exhibition, is one of the means by which Afera aims to carry out its task of promoting the interests of the self adhesive tape industry. The Technical Seminar is linked to the Tape College, a 2-day educational seminar designed by Afera to provide industry newcomers, as well as those interested in keeping abreast of the technical essentials of self adhesive tape, on the fundamentals of the tape business. This event will be held in Spring 2007 at the same venue.

**The registration deadline for the TS is February 15<sup>th</sup>, 2006.** Afera members are eligible for special participant and exhibitor fees, with discounts of up to €225 per person. The final event programme will be available in late November 2005. More detailed information regarding seminar topics, lecturers, schedule and registration can be found at [afera.com](http://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, communication of relevant information through its magazine, website, and other mediums, focused committees and working groups addressing important regulatory issues and research, and full-time logistical support from its head office in The Hague, the Netherlands.

**Afera, the European Association for the Self Adhesive Tape Industry**, is comprised of 126 members from 17 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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