

FOR IMMEDIATE RELEASE

Afera releases new position paper on mass balance chain of custody

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[Afera, the European Adhesive Tape Association](#), has released a new [position paper on mass balance chain of custody](#) as part of the work undertaken by the **Advocacy Workstream of Afera's Flagship Sustainability Project (AFSP)**. Afera endorses the mass balance approach as a valid transitional mechanism to increase circular content in products, while the tapes industry in general moves towards de-fossilisation.

The incorporation of renewable and/or recycled feedstocks in the production of adhesive tapes has the potential to save fossil resources and to contribute to the reduction of greenhouse gas emissions. The mass balance chain-of-custody method is a credible, transparent and well-established chain-of-custody method, for which global standards exist (e.g. ISO 22095). It is a key enabler to process sustainable feedstocks together with fossil feedstocks in existing complex supply chains, for which full segregation is impossible or undesirable.

Citing the [position paper](#), Pablo Englebienne, Regulatory Affairs Manager at Afera says, "Afera and its members are committed to enhancing the sustainability of the adhesive tape product category and elevating circularity of the products incorporating adhesive tapes. We request legislators to consider incorporating mass balance approaches in the drafting of legislation aimed at increasing the sustainability of products placed in the market in the European Union."

For more information, please contact AFSP@afera.com

About Afera Flagship Sustainability Project (AFSP)

Launched in 2021, [Afera Flagship Sustainability Project \(AFSP\)](#) aims to translate the European Green Deal (EGD) to the adhesive tapes industry. AFSP aims to make harmonised calculation methods available for evaluating the environmental impact of adhesive tapes, establish the best available techniques for the management of waste from adhesive tapes, and provide information to members on the impact of the EGD on the tape industry through links between Afera, the European Commission and other relevant stakeholders.

About Afera

[Afera, the European Adhesive Tape Association](#) unites stakeholders along the value chain of the European tapes industry, to ensure and increase the relevance of the tapes business in the world of tomorrow. The go-to community of the European tapes industry is comprised of 120 member companies from more than 20 European countries that include adhesive tape manufacturers, suppliers (raw materials, machine and packaging), converters, national tape organisations, research institutions and universities. Afera members represent more than 80% of the European tape volume produced. With the goal of making the tapes industry future-proof, Afera actively studies and

involves itself in relevant market, standardisation, sustainability and regulatory issues, provides platforms and programmes 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.

For more information, please contact:

[Astrid Lejeune](#)
[Afera Secretary-General](#)
mail@afera.com
www.afera.com
Tel.:+31 (0)70 312 39 16
Fax:+31 (0)70 363 63 48

[Afera Secretariat](#)
[Lejeune Association Management](#)
Laan van Nieuw Oost-Indië 131-G
2593 BM The Hague
The Netherlands

