



## press release

### Afera Launches New and Improved Website

The Hague, The Netherlands, September 20, 2002

Afera, the European Association for the Self Adhesive Tape Industry, announced today that it has launched a new and improved website ([www.afera.com](http://www.afera.com)) to serve as the industry's dynamic global platform for information and communication regarding self adhesive tape.

Following the tape market trend toward technical innovation and rapid development, Afera's website has been restyled to offer its pan-European membership and related technical entities an efficient overview of Afera's extensive range of industry-relevant services. These include the very latest on news; events; cutting-edge articles, papers and publications; member, product and test method databases; networking and discussion forums; and a variety of interesting downloads and links. Regular newsflashes will be sent to those registered at the site who wish to keep abreast of Afera's latest developments.

In addition to the range of freely accessible information at [www.afera.com](http://www.afera.com), Afera's 110 members benefit from exclusive direct access to membership database details and digital advertising opportunities, including posting of articles regarding member businesses, as well as insertion of banners and links on the Afera homepage.

Afera's website launch coincides with its annual conference underway in Naples, with a three-day programme focusing on the collaboration of its members and various committees, and a lecture schedule covering the latest trends in the tape industry from test methods and research strategies to e-business and customer relationship management. A detailed conference programme can be found at [www.afera.com](http://www.afera.com).

Afera is currently open for membership to those involved in the European self adhesive tape industry, such as manufacturers, suppliers, researchers and other technical entities. 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 fulltime 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 of applicable market and technical data. The Association collaborates worldwide 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 breadth and depth 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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