



## press release

### **Afera to Launch Tape College in 2004**

The Hague, The Netherlands, October 31, 2003

Afera, the European Association for the Self Adhesive Tape Industry, announced today that it will launch the Afera Tape College March 23-24, 2004 at the Marriott Hotel in Brussels, Belgium. The Tape College is a 1½-day educational seminar designed to provide industry newcomers, as well as those interested in keeping abreast of the technical essentials of pressure sensitive adhesive (PSA) tapes, on the fundamentals of the tape business. Open to all tape industry professionals, the event will be held as a prelude to the 2<sup>nd</sup> biennial Technical Seminar held at the same venue on March 25-26, 2004.

In order to provide its members with the opportunity to brush up on basic industry knowledge by 'going to school' with the experts, Afera has created this opportunity for all those affiliated with the tape business to explore the basics of design, manufacture, application and testing with tape industry authorities. Class topics will include the fundamentals of tape products, tackifying resins and their interaction with polymers, coating technology for water based adhesives, tape backings, acrylic technology, hot melt PSAs, physical testing, release liner selection, radiation curing techniques and lathe slitting.

What makes the Afera Tape College unique in Europe is that the curriculum and setting will be styled after a university seminar. Participants will attend 'classes' in an informal, classroom-style atmosphere. Industry experts have been invited to participate as professors, lecturing for approximately one hour on their area of expertise within the tape industry. The venue floor plan will be arranged in a manner conducive to class participation and active learning. Finally, the educational day-and-a-half will end with an informal, American-style 'graduation ceremony' in which the students will receive certificates of completion.

The Afera Tape College is modelled on Tape University 101, organised by Afera's American counterpart association, the Pressure Sensitive Tape Council (PSTC), which has offered educational seminars for 26 years. In its continuing effort to add value to its Membership, Afera has pinpointed the need to provide such an event for its diverse membership base. The Association is confident that both newcomers to the industry, as well as those who want to expand their knowledge and increase their effectiveness, will benefit from this educational course.

"The Tape College is formulated for the novice and for the salesperson, marketer, customer service representative and any other manager who needs to hone his or her technical knowledge," explained Lutz Jacob of ExxonMobil Chemical Europe and Chairman of Afera's Technical Committee.

The registration deadline for the event is February 7, 2004. Afera has arranged for a special combined participation fee for both the Tape College and the Technical Seminar events: a reduction of €100 per participant. More detailed information regarding the programme and registration can be found at Afera's website, [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 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. 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 and publication 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 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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