



## press release

### **Afera to Host 2<sup>nd</sup> Technical Seminar in 2004**

The Hague, The Netherlands, October 31, 2003

Afera, the European Association for the Self Adhesive Tape Industry, announced today that it will host the 2<sup>nd</sup> Afera Technical Seminar March 25-26, 2004 at the Marriott Hotel in Brussels, Belgium. Following the enormous success of the first seminar launched in 2002, the two-day Technical Seminar 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 succeed the launch of the Afera Tape College 2004 on March 23-24 in the same venue.

By popular demand, Afera's Seminar programme has been extended from three half-day sessions to four and will include presentations of 22 papers, 25 minutes each, by technical experts from notable industry businesses and organisations, as well as a 40-minute panel discussion forum following each half-day session.

Topics at the Technical Seminar will focus on improvements in characteristics and quality for broad and optimal use of PSAs, as well as cutting-edge technical developments in taping applications and methods. Also on the agenda are updates on the increasingly popular hot melt (HMPSA) coating technology and a specific lecture on recent developments in European environmental legislation for PSAs.

Renata Jovanovic of the Department of Chemical Engineering, University of Ottawa, Canada is scheduled to present her paper "Polymerisation Reaction Monitoring for Pressure Sensitive Adhesive Production Using an ATR-FTIR Probe," co-authored with colleague Marc. A. Dube. The paper is the winner of the 2003 Carl A. Dahlquist Award, which is given by the PSTC to the most technically outstanding paper at its annual seminar.

"In organising the 2<sup>nd</sup> Technical Seminar, Afera is once again creating a platform for the most current technical issues and developments relevant to the worldwide tape market among key industry players," explained Lutz Jacob of ExxonMobil Chemical Europe and Chairman of Afera's Technical Committee. "The event intends to provide delegates with valuable knowledge and contacts which can be utilised within their own organisations to increase efficiency and profitability."

The registration deadline for the 2<sup>nd</sup> Technical Seminar is February 7, 2004. Afera has arranged for a special combined participation fee for

both the Technical Seminar and Afera Tape College events: a reduction of €100 per participant. More detailed information regarding the programme and registration can be found at Afera's website, [www.fera.com](http://www.fera.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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