

Afera Steering Committee Meeting Minutes

Date: 2 October 2013

Time: 13.00 – 17.30

Venue: Atahotel Capotaormina,
Taormina (Sicily), Italy

Present:	Peter Rambusch (Afera SC Chairman, certoplast Vorwerk & Sohn GmbH) Laurent Derolez (Afera SC Vice-Chairman, Chargeurs/-Novacel S.A.) Filippo Antonelli (3M Europe) Mete Konuralp (tesa Bant San. Ve Tic. A.Ş.) Chrétien Donker (Outgoing Afera TC Chairman, Eastman Chemical Middelburg B.V.) Christophe Küsters (Incoming Afera TC Chairman, 3M Laboratories Europe GmbH) Michael Punter (Afera MKC Chairman, Parafix Tapes & Conversions) Bert van Loon (Mostly Media) guest Astrid Lejeune (Afera S-G, L.A.M.) Bathsheba Fulton (Afera Editor)
Chairman:	P. Rambusch
Secretary:	A. Lejeune
Date of Next Meeting:	Thursday, 6 February 2014 (9.00-12.30) at the NH Hotel Amsterdam Centre, the Netherlands. Lunch will be included. Dinner is scheduled the evening of Wednesday, 5 February, meeting in the hotel lobby at 19.00.

Agenda

1. Opening/Welcome/Agenda/Competition Law Compliance
2. Approval of the Minutes of the Meeting of 7 February 2013
3. Follow-Up on Actions from 7 February 2013 Meeting
4. Afera's Strategies
5. Composition of the Steering Committee
6. Reports of the Committees
7. Reports from the Regions
8. Annual Conference 2014 (Host: Eastern Europe)
9. Finances
10. Preparation of the General Assembly Presentation 2013
11. Other Matters (submitted prior to the Meeting)
12. Next Meeting, Closing.

1. Opening/Welcome/Agenda/Competition Law Compliance

- 1.1 Mr. Rambusch, Chairman of the SC, opened the Meeting and welcomed all present, including new SC Member Mete Konuralp, country manager of tesa Turkey.

Afera S-G Astrid Lejeune passed around the attendance list which attendees were invited to sign.

- 1.2 Ms. Lejeune addressed Afera's Competition Law Compliance Policy and reviewed the Meeting Agenda.

2. Approval of the Minutes of the Meeting of 7 February 2013

- 2.1 The Minutes of the Afera SC Meeting held on 7 February 2013 at the NH Hotel Amsterdam Centre, The Netherlands, were approved and signed as a true record of proceedings.

3. Follow-Up on Actions from 7 February 2013 Meeting

- 3.1 Any outstanding action items were covered in the agenda items below.

4. Afera's Strategies

- 4.1 Content Marketing Strategy – status and update:

Mr. Van Loon presented a set of slides on Afera's social media initiative. He reviewed the original proposal to launch the initiative, the current status of the project, and how Afera will move forward with it. See 3 attached documents for the most concise, up-to-date information. **[Attachments: Re Afera Social Media Initiative - Next steps!, the 11 October email containing: Online Strategy Afera and cm_afera_update_SCIE_oct13 pptx]**

Decisions taken:

- Once the social media initiative is properly up and running, add to every TC Meeting Agenda: What are the 3 exciting developments that have taken place in our industry over the last few months as seen from the point of view of engineers, manufactures and end-users? **(Action: Astrid Lejeune, Christophe Küsters)**
- Mr. Van Loon will send the SC web addresses and contact information on how to make tech clouds/frequency counters which represent real time research. **(Action: Bert van Loon)**

- 4.2 Launch renewed afera.com:

The new website was launched on 25 September 2013. Thus far the content has been designed and drafted by Mr. van Loon, Ms. Lejeune and Ms. Fulton with little support from MKC Members. Jacques Geluk, a Dutch technical journalist, has been engaged to write a blog and white papers; his first blog entry was published 17 September. Mr. Punter and MKC Vice-Chairman Eric Pass have been directing and supporting the current team. The content base as it stands is not perfect and must be built upon. Current content for any website must be 'written for humans and

robots', referring to the evolving complexities of the process of SEO (search engine optimisation).

Ms. Lejeune said that she would send new login details to all Members following the Conference. **(Action: Astrid Lejeune)**

See above attached documents (in agenda item 4.1) and agenda item 6.2 and attached Afera MKC Meeting Minutes 1 October 2013, agenda item 3 for more details.

5. Composition of the Steering Committee

5.1 Final Conclusion on redrawing Membership Regions:

Ms. Lejeune presented a breakdown of Afera Active Members according to the 4 proposed regions:

Western Europe including the U.K., Ireland, France, Belgium, The Netherlands and Scandinavia

- 3M
- Adhesives Research Ireland
- Advance Tapes
- Avery Dennison
- Flexcon
- MACtac
- Nitto
- Novacel
- Plasto
- PPI Adhesive Products
- Scapa
- Supertape
- tesa

Central Europe including Germany, Austria and Switzerland

- 3M
- ATP Adhesive Systems
- Certoplast
- Coroplast
- Faist ChemTec
- Logo Tape
- Lohmann
- Orafol
- PPM
- Poli-Film
- Scapa
- tesa
- Vito Irmen

Southern Europe including Italy, Spain and Portugal

- 3M
- BiesSse Tape Solutions
- BO.MA
- Cederroth Distrex
- Cintas Adhesisas Ubis
- Comet
- FABO
- Nar
- Plymouth
- P.P.M. SpA
- Scapa
- Sicad
- tesa

Eastern Europe including countries from the Baltics, Turkey and Israel

- Atlas Tapes
- Bento
- Betasan Bant
- Davik Self-Adhesive Tapes
- Superfilm
- tesa
- Ve-Ge

Decisions taken:

- The following SC regional structure will be presented at the General Assembly (GA) 2013 the following day:
 - Western Europe including the U.K., Ireland, France, Belgium, The Netherlands and Scandinavia
 - Central Europe including Germany, Austria and Switzerland
 - Southern Europe including Italy, Spain and Portugal
 - Eastern Europe including the Baltics, Turkey and Israel
 - Two Committee Chairs.

This amends Article 8, 1A of Afera's Statutes. Five SC Members will also be presented for re-election. The SC composition and rotation will assume the following form:

SC composition:

From -	Candidates -	Until -
Eastern Europe	M. Konuralp	9/2015
Central Europe	P. Rambusch	9/2015
Western Europe	L. Derolez	9/2015
Southern Europe	F. Antonelli	9/2015
Chairman TC	C. Küsters	9/2015
Chairman MKC	M. Punter	9/2014

SC rotation schedule:

Presidency -	Years -	Vice Presidency -
Western Europe	2013-2015 (L. Derolez)	Eastern Europe
Eastern Europe	2015-2017 (M. Konuralp)	Southern Europe
Southern Europe	2017-2019	Central Europe
Central Europe	2019-2021	Western Europe
Western Europe	2021-2023	Eastern Europe

- Ms. Lejeune will update the digital version of Afera's Statutes at afera.com to reflect the amendments to Article 8, 1A. **(Action: Astrid Lejeune)**
- Mr. Antonelli suggested that the SC draft a list by region of potential Members. **(Action: All SC Members, Astrid Lejeune)**

5.2 New Composition presented at GA 2013:

The new regional structure, composition and rotation schedule of the SC above was presented at the GA 2013 on 3 October 2013. All SC Members up for re-election were approved.

6. Reports of the Committees

6.1 Technical Committee:

- Merging CEN TC 253 into CEN TC 193
- DIN replacing AFNOR as secretariat of CEN TC 193/WG 7
- Results of 2nd series of RR testing on SAFT TM
- Developing a Loop Tack TM
- Collaborating with FEICA
- Discussions w/MKVS re: Collaborative Technical Seminars
- Tape College 2104
- Sustainability and Test Methods WGs.

Mr. Donker reported on the activities of his Committee as listed above and detailed in the attached TC Meeting Minutes of 2 October 2013. **[Attachment: Afera TC Meeting Minutes 2 October 2013]**

Mr. Donker reported that since April 2013, FEICA S-G Bernard Ghyoot has repeatedly emphasised his view that FEICA's relationship with Afera is not mutually beneficial in that it is more advantageous for Afera. He would like Afera to become a paying FEICA member. Through discussions in meetings, phone calls and email correspondence over the last several months, the majority of the leadership of both FEICA and Afera have communicated that they would like to move forward as laid down in their original partnership agreement.

Decisions taken:

- Afera will move forward with the original partnership as agreed with FEICA and work with FEICA on any number of the topics mentioned above as they become relevant.
- Afera President Laurent Derolez will speak with FEICA President Phil Derby in order to solidify the above decision. **(Action: Laurent Derolez)**
- Incoming Afera TC Chairman Christophe Küsters will meet with ETB Chairperson Eva Griessbach in order to solidify the above decision and to discuss which topics are currently most relevant on which to move forward. **(Action: Christophe Küsters)**
- Afera will draft a memo of understanding between the two organisations, reaffirming their decision taken on 8 December 2011 at Henkel in Düsseldorf, Germany, to act as partners under the following terms:
 - That the two organisations would enjoy free reciprocal official memberships.
 - That the first step in strengthening co-operation between the two organisations would be to identify technical and regulatory issues on which to collaborate, with two goals in mind: (1) finding synergies/saving resources and (2) reinforcing our advocacy leverage due to a larger sectorial representation.
 - That the organisations would exchange lists of key issues they wanted to work on in order to facilitate the TC's identification of issues of common interest.
 - That the two organisations would exchange a guest expert to sit on their respective TCs.**(Action: Christophe Küsters, Laurent Derolez)**
- The memo will be signed by the presidents of both associations. In order to remove any ambiguity regarding the nature of the relationship between the two organisations, Afera will insist that the memo is shared with the entire membership of both associations. **(Action: Christophe Küsters, Laurent Derolez)**

Afera and MKVS have agreed that partnering to merge their seminar events biennially could be a win-win and that they should meet again to discuss terms and conditions of hosting the first event in October 2015.

Decision taken:

- Ms. Lejeune, Mr. Donker and Mr. Küsters will meet with MKVS organisers in Munich 12-13 December to plan the way forward for this project. Specific terms for discussion include:
 - Influence over content
 - Financial split (including a possible Afera Member discount)
 - Co-branding
 - Limit commitment to a trial event in October 2015; if successful, a following event would be scheduled for October 2017.**(Action: Astrid Lejeune, Chrétien Donker and Christophe Küsters)**
- If Afera decides to go ahead with co-planning the October 2015 event, the SC will discuss at its next Meeting moving Afera's Annual Conference up by one week. **(Action: Astrid Lejeune)**

6.2 Marketing Committee:

- Content marketing initiative - recognition and involvement of the social media revolution
- Inviting engineering students to Tape College 2014 - engagement with engineering education establishments

- Formal eligibility and participation rules for MKC.

Mr. Punter reported on the activities of the MKC committee as listed above and detailed in the attached MKC Meeting Minutes of 1 October 2013. **[Attachment: Afera MKC Meeting Minutes 1 October 2013]**

Mr. Punter explained that during the MKC Meeting, he had recruited 3M, tesa, Nitto Europe and Parafix to directly support Afera in realising its content marketing goals. He appealed to SC for a commitment of support from one more tape producer.

Decision taken:

- Novacel will directly support Afera in realising its social media initiative. Mr. Derolez will supply the Afera team with a contact name of a delegate who will work with the Virtual Content Marketing Task Force on developing content for the website. **(Action: Laurent Derolez)**

7. Reports from the Regions

7.1 Regional reports (update on any issues raised by Members):

Mr. Konuralp has recruited a new Converter Participant from Turkey (see agenda item 7.2).

Decision taken:

- Potential new Members will receive a 15% off their first-year Membership Fee. They will enjoy the same Member discount at Afera events during their first (promotional) year of Membership. See current Membership Fee Structure in attached SC Meeting Presentation (slide 21). **[Attachment: Afera SC Meeting Presentation 2 October 2013]**

7.2 New and cancelled Members:

New Members since 1 January 2013:

Active Members

- Frimpeks GmbH, Germany
- DYLCO, France

Associated Member

- TSRC (LUX) Corporation S.a.r.l., Luxembourg

Converter Participant

- Sakarya 12 Reklam Ltd. Şti., Turkey.

Cancellations in 2013:

Associated Member

- Klöckner Pentaplast, Germany

Converter Participants

- GWK Klebetechnik GmbH, Germany
- Rototechnix, France.

8. Annual Conference 2014 (Host: Eastern Europe)

- 8.1 Ms. Lejeune reviewed her site visit and the status of the organisation of the event planned for 30 September – 3 October 2014 at the Dubrovnik Palace Hotel in Dubrovnik, Croatia. See attached SC Meeting slides 13-16 which include details on the hotel and the Partner and Joint Social Programmes.

9. Finances

All SC Members received a Deloitte report prior to today's Meeting. Ms. Lejeune presented the financials which are included in the SC Meeting and GA 2013 Presentations attached to these Minutes. **[Attachment: General Assembly 3 October 2013]**

- 9.1 Latest estimate 2013:

Ms. Lejeune reviewed the year-end figures compared to what had been projected: Afera had anticipated a balance of €751 as of February 2013. The estimated final balance is €29,071.

For the first time, the Technical Seminar posted a profit of €14,145 because of event sponsorship.

The Annual Conference Fee and Sponsoring income realised was €90,000 + the €30,000 earmarked fund (which was used to lower Conference participation fees for all Afera Members) as opposed to the €130,000 budgeted.

Afera's estimated capital on 31 December 2013 is €293,325.

Decision taken:

- Mr. Punter will sit with Ms. Lejeune following the Meeting to prepare the final presentation of the financials for the GA 2013. **(Action: Michael Punter, Astrid Lejeune)**

- 9.2 Debtors 2013:

See attached debtors sheet. **[Attachment: Afera Debtors 23-9-2013]** Ms. Lejeune explained that all debtors receive monthly reminders. If necessary, Ms. Lejeune calls them, followed by an SC Member, to follow up on the outstanding invoices.

Decisions taken:

- Mr. Konuralp will follow up on ULMAK Tapes' outstanding Active Membership Fee 2013. **(Action: Mete Konuralp)**
- The SC will be notified 3 times a year (in February, May and October) of all outstanding debts. **(Action: Astrid Lejeune)**

- 9.3 Budget and Membership Fees 2014:

Ms. Lejeune estimates income from Membership Fees to remain the same at €196,500, although the SC has discussed recruiting new Members, especially from Eastern Europe, at discounted first-year rates. These new Members would bring in additional income.

The Annual Conference income is estimated at €130,000, but Ms. Lejeune said that there might be a little less income and lower costs for this event, although she is uncertain about this at this point; therefore, she always puts a breakeven figure here. If many sponsors are recruited, Afera could make a small profit on this event.

Ms. Lejeune indexed L.A.M.'s fee by 1%.

€3,000 has been budgeted for Afera's expenses related to attending the GTF Meeting in 2014, but Ms. Lejeune is still waiting to hear from PSTC President Wayne Helton if this will be held during their Tape Summit in April-May 2014 in Nashville, TN (USA).

Decision taken:

- Because of Afera's effective strategic direction resulting in its strong financial position, Membership Fees will not be raised for 2014.

10. Preparation of the General Assembly Presentation 2013

- 10.1 The draft GA 2013 Presentation was edited in detail by various SC Members following the Meeting. See attached final GA Presentation delivered on 3 October 2013.

11. Other Matters (submitted prior to the Meeting)

- 11.1 Afera Committee Meetings to be held at the NH Hotel Amsterdam Centre, the Netherlands:
- TC: Wednesday, 5 February 2014 (9.00-12.30), followed by lunch. Dinner is scheduled the evening of Tuesday, 4 February, meeting in the Hotel lobby at 19.00.
 - MKC: Wednesday, 5 February 2014 (13.00-17.30), including lunch.

12. Next Meeting, Closing

- 12.1 The next Afera SC Meeting will take place on Thursday, 6 February 2014 (9.00-12.30) at the NH Hotel Amsterdam Centre, the Netherlands. Lunch will be included in or following the Meeting. Dinner is scheduled the evening of Wednesday, 5 February, meeting in the hotel lobby at 19.00. Ms. Lejeune will ensure that a nicer meeting room than that of last year is designated for the SC Meeting. **(Action: Astrid Lejeune)**

No other matters being raised, the Chairman thanked all attending Members for their presence, contributions and enthusiasm and closed the Meeting.

Astrid Lejeune
The Hague, 31 October 2013

Disclaimer

Afera operates within the regulatory framework of competition law as set out by the European Union and national legal systems and respects all rules thereof. Afera actively raises awareness about competition law among its Members and encourages its Members to comply with these rules. The purpose of discussions within Afera is to identify general trends and market developments without identifying individual company data. Afera does not accept responsibility or liability for any type of restrictive agreements concluded by its individual Members during Afera meetings or within the context of Afera events, in spite of the aforementioned precautionary measures.
