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The European Adhesive Tape Association

Afera installs new Steering Committee following General Assembly election

2 Committee Vice-Chairpersons also appointed

All voting items approved by GA

The Hague, The Netherlands, 22 December 2021

[Afera, the European Adhesive Tape Association](#), announced today the installation of a new Steering Committee (SC) following the digital voting outcome of our annual [General Assembly](#) held on 21 October. Serving 3-year terms, the Members of the Committee include 5 delegates of adhesive tape manufacturers with coating facilities within Europe, 2 adhesive raw materials, machine or packaging suppliers, 1 converter (a specialty non-graphic die cutter), and from within this group, 2 delegates representing the Technical and Marketing Committees.

Afera's SC addresses Members and the adhesive tape industry's most important business challenges. SC Members represent Afera's Membership by defining the Association's mission, goals and strategies, which are in the best interest of the adhesive value chain. They collaborate with the Technical and Marketing Committees in driving Afera's working programme and objectives, as well as control the Association's finances. Ushering in a new era, the SC was restructured in 2017 from a regional- to a Member-class representational composition framework in order to reflect the adhesive tape value chain more accurately.

Steering Committee Composition



- The following was confirmed at the conclusion of voting by Active Afera Members after the General Assembly 2021:

Representing	Company	Candidates	Until
Tape Manufacturer	Lohmann	Evert Smit (President)	9/2024
Tape Manufacturer	Nitto	Dirk Pittoors	9/2023
Tape Manufacturer	Novacel	Jean-Loup Masson	9/2024
Tape Manufacturer	tesa	Reinhard Storbeck (TC)	9/2024
Tape Manufacturer	Avery Dennison	Rupert Kichler (MKC)	9/2024
Converter	Egebant	İbrahim Hatipoğlu	9/2024
Supplier	Loparex	Ian Grace	9/2024
Supplier	H.B. Fuller	Melanie Ott	9/2024

Steering Committee Members

Afera's SC now consists of the following:

Evert Smit, director scouting at Lohmann

With a PhD in polymer chemistry and technology from the University of Twente (NL), Evert Smit has been working in the adhesive business for over 25 years, primarily on pressure sensitive adhesives (PSAs). He has experience at different points in the value chain, from raw materials to final tape application, and in different areas of technology, from basic research to customer technical service. Having worked for National Starch & Chemical (Unilever, ICI), Henkel and Arizona Chemical (now Kraton), Dr. Smit joined



Lohmann GmbH & Co. KG in September 2015 to lead the R&D teams globally. Lohmann is a manufacturer of adhesive tape systems and adhesives for industry, specialising in double-sided tapes and focussed on the core markets of consumer goods and electronics, transportation, graphics, building & renewables, hygiene and medical. He is currently director scouting, responsible for exploring and exploiting the “white space”, i.e. scouting for new and possibly disruptive ideas, technologies and innovative business models that provide new value contribution to the future business.

“My goal for the Steering Committee is further improving the relevance of Afera,” commented Dr. Smit, “by enabling co-operation to tackle the biggest themes that affect all of us and that no one can solve alone.”

Dirk Pittoors, general manager of sales, Nitto EMEA



As general sales manager at Nitto EMEA, Mr. Pittoors brings more than 30 years of experience with Nitto in leading roles in technical support, sales and business development of products involving adhesive tapes to Afera's leadership. He is an industrial chemist by training at the University of Antwerp (B), having later earned an MBA from Solvay Brussels School of Economics and Management (B). Mr. Pittoors joined Nitto in 1989 on the technical support team for R&D. Today he leads a team of sales- and market managers within Europe and serves as an area manager for Asia and the Americas.

Nitto is a top, multinational tape manufacturer with its EMEA headquarters in Belgium. The company manufactures sealing materials, reinforcing and damping materials and various kinds of industrial adhesive tapes like double-sided tapes, surface

protection tapes and electrical insulation tapes, used in worldwide markets such as automotive, electronics, furniture, paper production, aerospace and metal processing.

During Mr. Pittoors' SC current term ending in September 2023, he aims "to continue to support the interaction among suppliers, tape producers and converters related to sustainability in order to realise the objectives set by Afera – and Nitto as well."

Jean-Loup Masson, innovation R&D and products director, SVP at Novacel

Having specialised in the dewetting of thin polymer films and the corrosion of pre-constrained metals at American and French universities, Jean-Loup Masson joined Novacel SAS in 2003 as a research manager formulating adhesives and polyolefin backings for the surface protection market. Novacel is a French tape manufacturer providing temporary protective films for the protection of sensitive surfaces such as glass, plastics, high-end materials and window profiles. Dr. Masson then took on global roles in R&D and marketing until becoming innovation, R&D and products director in 2021. This involves further developing the niche market for surface protective films within the tape industry. 2 of his key foci are innovation and product greening.



Dr. Masson is new to Afera's SC, succeeding former Afera President and long-time SC Member Laurent Derolez, who recently retired as chairman of Novacel. "I am proud and happy to be part of Afera's Steering Committee, which is a tremendously strong team, and my goal for the coming few years is the same as that of the others: reducing the carbon footprint of all our offerings," Dr. Masson shared. "For this, everyone in the tape industry has to unite and contribute to our goal: a green tape future."

Reinhard Storbeck, director of R&D at tesa SE



After obtaining a Ph.D. in polymer chemistry from the Karlsruher Institute of Technology (D), Dr. Storbeck started his career in the adhesive tape business in the tesa tape division of Beiersdorf AG in 1994. Since that time, he has performed several roles in the organisation, one of them the head of product development of the business unit on general industrial markets for a decade. Today Dr. Storbeck heads one of the technology departments of the company which counts itself among the top 3 tape manufacturers worldwide. He has also sat on Afera's Steering Committee as Technical Committee (TC) Chairman since 2018, having just been re-elected to a second term ending in 2024.

"Sustainability is one of the most important topics in the tape industry today," Dr. Storbeck said when asked about his personal goal within the SC. "I would like to strengthen the position of Afera within this field as voice of the European tape industry."

Rupert Kichler, marketing director at Avery Dennison Performance Tapes

With a bachelor and 2 master's degrees in business administration from German and American schools, Rupert Kichler joined the adhesives business in 2014 when he took the position of head of marketing management EMEA at Lohmann GmbH & Co. KG. More recently, he has become marketing manager for Avery Performance Tapes in Leiden (NL) and Turnhout (B). Avery Dennison Performance Tapes manufactures adhesive tapes for the automotive, appliance, electronics, building & construction, general industrial and personal care segments.

"My mission in business life is characterised by connecting people and things with a sense of purpose, allowing everyone to perform to their full potential," he shared. "I am passionate about executing innovative choices that win the market game with sustainable value creation."



Since joining Avery Dennison, Mr. Kichler has become an active Member of Afera's Marketing Committee (MKC), having moderated Day 1 of Afera's 2021 Annual Conference working programme in Valencia, Spain, at the end of September. As incoming MKC Chairman, he aims to facilitate one differentiated and modern voice for the Afera brand and one Afera community through his work: "I want to drive the relevance of Afera's Steering and Marketing Committees as forces in shaping the adhesive tape industry, engaging all existing Afera Members and attracting new Members in order to more fully represent the entire value chain."

İbrahim Hatipoğlu, general manager at Egebant



Mr. Hatipoğlu, who has a master's degree in mechanical engineering (with a special focus on automotive) from Istanbul Technical University (TR), joined Egebant Zımpara ve Polisaj Malzemeleri San. ve Tic. A.Ş., a Turkish converter of adhesive tapes, in 1993 when the business was still concentrated on abrasives. He became its general manager 2 years later. Today Egebant supplies industrial products to end users, particularly high-quality sandpapers to Turkey's wood and metal industries and occupational health and safety products. "To stay competitive in the field of production/sales and to be a reliable supplier in the new normal of the pandemic" is Mr. Hatipoğlu's most important business goal.

Having joined Afera's SC in 2018, he has just been re-elected to serve a second 3-year term. "During this period, my most important goal in the SC is to evaluate the knowledge and vision created as a result of Afera's global relations and contacts in terms of tape converters," Mr. Hatipoğlu related. "It will develop the interaction and joint solutions among tape manufacturers, raw material suppliers and converters."

Ian Grace, business development manager at Loparex

Ian Grace, who has a licentiate from the Royal Society of Chemists (UK) in analytical chemistry, has been working in or has been associated with the roll-to-roll coating and laminating business for more than 30 years. His experience in the development and production of breathable wound care, polyolefin foams, moisture-cure PSAs and all forms of release liner technology are currently being put to use in hunting for new business as Loparex's business development manager of its healthcare business. With its Netherlands operation now based in Forchheim (D), Loparex is a world leader in the production of release liners for a wide variety of applications.



Mr. Grace has been a speaker at numerous Conferences and technical events and has served on Afera's TC for 7 years, part of this time as Vice Chairman. Since 2017, he has also held a seat on the SC, for which he has just been re-elected to a second term.

"My personal goals through 2024 are to join in facilitating a global realisation of sustainability issues and to experience genuine change within our industries," Mr. Grace said. "Industry on the whole needs tools to determine the true effect of any changes on their total sustainability. This is a huge task, one in which Afera is leading the way."

Melanie Ott, global business manager tapes & labels at H.B. Fuller



With a degree in chemical engineering from the University of Applied Sciences in Aachen (D), Melanie Ott joined the adhesive tape business as a process engineer of self-adhesive films, tapes and labels at 3M Deutschland. She then held various technical and commercial positions at Henkel and cph Deutschland before joining H.B. Fuller as business manager of pressure sensitive adhesive tapes and labels for EIMEA. H.B. Fuller is a supplier of solvent-based acrylics, solvent-based rubbers and hot melts

to the adhesive tape industry. Recently, Ms. Ott has expanded her geographical responsibilities in this role to global.

Ms. Ott has been active in Afera since 2009 and a Member of Afera's SC since 2017, focusing much of her energy on developing the Association's new strategy. After her re-election to a second term ending in 2024, her current goal is "supporting the tape industry's move into a sustainable future."

New Committee Vice-Chairpersons

Afera's TC and MKC Committees are now supported by the following:

Anne-Marie Klink, R&D technical manager of industrial tapes and adhesives at 3M Germany



Anne-Marie Klink has built a 25-year career in adhesive tapes at 3M, a multinational tape manufacturer. After obtaining a degree in chemical engineering from the Aachen University of Applied Sciences (D), she served as an engineer in product, technical service and materials development positions for the masking & packaging and electrical markets. She also served as a manager of business development of European OEM markets for electrical solutions for a year before spending 16 years working on IP as a European patent liaison. Today Ms. Klink is back in product development for EMEA as product development & engineering technical manager of industrial adhesive tapes.

Ms. Klink has been appointed TC Vice-Chairwoman for the period of 2021-2024, wanting to "support insights collection for active foresight development on how to move from linear to circular economy."

Giovanni Scognamiglio, EMEA masking & packaging portfolio and marketing manager at 3M

With a master's degree in mechanical engineering from the University of Naples (I), Mr. Scognamiglio joined 3M in 1999. Here he took on several engineering and manufacturing-related roles, including a 2-year assignment as Lean Six Sigma Black Belt and operations manager at a facility manufacturing moulded and extruded medium voltage splice joints. In 2009, Mr. Scognamiglio joined the adhesives industry when he was appointed plant manager of an Italian factory producing box sealing, masking and specialty tapes for the industrial, automotive and consumer markets. In 2017, he assumed the role of 3M Western Europe packaging business leader for the industrial adhesives and tapes division. Currently Mr. Scognamiglio is charged with managing the EMEA masking portfolio and marketing for the closure and masking systems division.

Mr. Scognamiglio began attending Association events and joined the MKC in 2019. He is now the incoming Vice Chairman of the



MKC for the period of 2021-2024. “The next 3 years will be critical to the future of the adhesive tape industry, which will play a key role as the hidden driver of the sustainability roadmap for many industrial segments,” Mr. Scognamiglio explained. “The Marketing Committee’s pivotal role is to build Member awareness, communication and guidance. My personal goal for my term of office is to support the Committee in further exploring and conveying the tape industry’s priorities by strengthening Afera’s mission as the heart of the European tape network.”

Other items decided upon by the General Assembly

Immediately following Afera’s General Assembly on 21 October, all Active Afera Members received a link through which to vote on approval of not just the SC composition from 2021 to 2024 but the adoption of the 2020 General Assembly minutes, the 2020 balance sheet and latest estimate, the 2022 budget, and the proposed membership fee survey to take effect in 2022. Following a voting period of 8 days, all items were approved by an absolute majority of the votes of the Active Members as outlined in [Afera’s Statutes](#).

Click [here](#) to view Afera’s General Assembly 2021 slide presentation, watch the live recording or read the minutes (Members only)



Astrid Lejeune
Afera Secretary-General



Evert Smit
Afera President
Lohmann GmbH & Co. KG

[Afera, the European Adhesive Tape Association](#) unites stakeholders along the value chain of the European tape industry, to ensure and increase the relevance of the tape business in the world of tomorrow. The go-to community of the European tape industry is comprised of over 100 member companies from 20 European countries that include adhesive tape manufacturers, suppliers (raw materials, machine and packaging), converters, national tape organisations, research institutions and universities.

With the goal of making the tape industry future-proof, Afera actively studies and involves itself in relevant market, standardisation and regulatory issues, provides platforms and programmes for

discussion and learning, and facilitates contact among our Members and all other pertinent bodies at national and international levels. Founded in Paris in 1958, Afera has operated with our 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

