

## 2018-2020

### **The European adhesive tape network. Educational events. Technical standards. Market trends. Environmental regulation.**

**Afera, The European Adhesive Tape Association**, unites the decision-makers and creative minds of the European tape industry in a total commitment to the sector's growth and sustainable development. As a non-profit organisation, Afera provides a medium for tape trade expertise in order to enhance the product, the business and the future of the adhesive tape market in Europe.

#### **An industry looking to the future**

Companies along the European tape value chain face varied economic conditions and the new realities of a global economy. Perspectives on the industry through 2020 remain positive however. There is a strong demand for new, more specialised tape applications and technologies to meet the challenges of the transitioning industry. Companies are spending a significant amount of time and training on their sales forces to search out new opportunities, and on their R&D capabilities to create and utilise lightweight materials and to down-gauge product specifications.

#### **Helping you meet the challenge**

The European tape industry, renowned for its standards of quality and service, remains an attractive business sector. Careful consideration of the types of activity and investment which will be most appropriate going forward, given rapidly changing global dynamics, is required. Afera meets this challenge by strategically selecting, organising and/or supporting special projects, initiatives, events and other resources for our members to plan and grow their businesses successfully.

#### **Our vision**

Afera strives to be the voice of the European adhesive tape industry. Our vision is to create a world in which designers, engineers and manufacturers in every conceivable industry are aware of adhesive tape as the most effective, innovative and economical bonding and fixing solution to their needs.

#### **Our mission**

Afera aims to add the greatest value possible to our members' businesses.

We accomplish this by:

- Providing an organised, collaborative, flexible platform from which to service our membership by organising networking and learning through meetings and events, gathering and sharing market and technical information, actively monitoring and participating in regulatory and standards development processes, and establishing globally recognised test methods (TMs)
- Growing the market for adhesive tape solutions by targeting today's engineers and designers through strategically placed online content about the functionalities of tape, and tomorrow's professional users by infusing tape technologies into the curricula of European engineering degree programmes.

## Our values

- **Members first**

The success of our mission depends upon our members. Afera's primary commitment is to meet our members' needs, including reliability, consistency, and quality in events, initiatives, publications and information; and to provide equal industry representation to all of our stakeholders.

- **Investment in the industry**

Afera believes that an interactive, organised adhesive tape industry will expand and flourish if offered a pan-European platform on which to collaborate. We believe that a tape industry which is mobilised, unified and well-voiced, will benefit from pan-European and international co-operation and representation in public affairs issues and initiatives.

- **Efficiency & accountability**

We exist to serve our greatest asset, our members, in the best manner possible by promoting efficiency, providing full financial accountability, and where possible, sharing resources and accessing expertise among our membership and associates.

## Strategic projects, initiatives & publications

With the entire tape industry value chain in view, Afera creates or supports strategic projects, initiatives and publications which offer value to our members and the European tape industry:

### Communications

- Integrated content marketing and social media programme focussed on growing the tape market and raising Afera's profile in the industry
- Presentation of an adhesive tapes study, highlighting the most important market data and trends affecting the adhesive tape business, at Afera's Annual Conference in October
- New expert working group focussed on "strategy" so that our members benefit from keeping our fingers on the pulse of the tape business
- Organisation of experts panel discussions on hot topics such as replacing mechanical fastening in industrial design, understanding customer needs, technical features, services, innovation, trends and markets, commodity versus specialty businesses, raw materials, strategy and daily business management
- Survey of Afera's membership to gauge the wants and needs of all our members
- Updated media tools such as [afera.com](http://afera.com), *Afera News* digital newsletter and Afera's 2 Twitter accounts.

### Regulatory affairs

- A Technical Committee expert group focussed on regulatory affairs, led by Afera's new Public Affairs Manager
- A Rapid Alert Protocol to notify and act quickly on behalf of Afera members in the event of a public relations or public affairs crisis affecting the tape industry
- Active and reactive monitoring of relevant European and worldwide regulations, directives and commercial standards, including REACH (specifically Registration and the Candidate List); the Industrial Emissions Directive (IED) BREF revision; the Classification, Labelling and Packaging (CLP) Regulation; the Restriction of Hazardous Substances (RoHS) Directive; the Risks Related to Chemical Agents at Work Directive; the Packaging and Packaging Waste Directive; the Biocidal Products Regulation; Ecodesign; and the Food Contact Materials Regulation
- Representation of REACH downstream users (DUs) through our seat in the partner expert group in CheMI, the European Platform for Chemicals Using Manufacturing Industries

- Facilitation of a joint industry approach to submitting input into the update of the BAT Reference Document (BREF) 'Surface Treatment Using Organic Solvents (STS)' under the IED through our membership in the BREF STS Technical Working Group
- Collaboration on overlapping issues with FEICA (the Association of the European Adhesive and Sealant Industry), such as member companies' joint monitoring of PACT/RMOA substances under REACH
- Collaboration with IVK (the German Adhesives Association) in monitoring and participating in the meetings and initiatives of the European Recovered Paper Council (ERPC)
- Close links with Cefic (The European Chemical Industry Council) and many other organisations.

### **Educational curricula**

- Project to infuse adhesive tapes and the raw materials of tapes into the curricula of European mechanical engineering and product design higher education and apprenticeships programmes
- Initiative to incorporate tapes into related-industry educational tools, course curricula and events about bonding, adhesives and structural adhesion, including Fraunhofer IFAM and IVK (the German Adhesives Association).

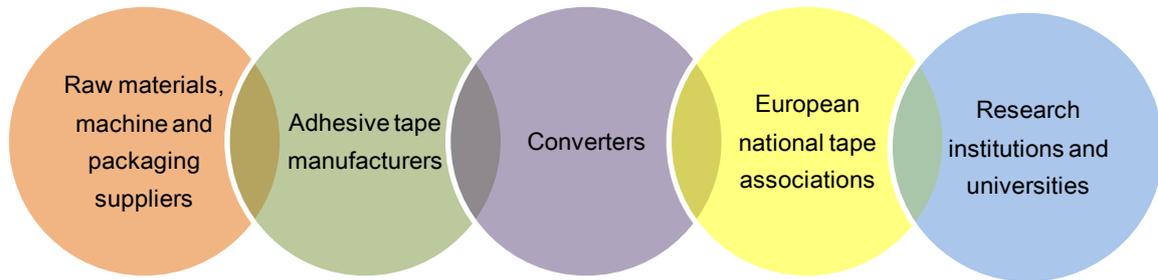
### **Global harmonisation**

- Management of Global Tape Forum (GTF) secretariat
- Annual collection of high general level of production data from GTF members
- Development of internationally recognised standards among the 5 members of the GTF/Global Test Methods Committee (GTMC), labelling them 'GTF-harmonised TMs'
- Following the finalisation of SAFT and Thickness TMs and Width & Length Guide, development of Loop Tack, Dynamic Shear (Lap Shear), and Peel Adhesion Dependent on Steel Plate Surface Roughness and Methodology for Development of Measurement Uncertainty TMs
- Chairmanship of Afera TC member Lutz Jacob of Working Group 7 (Tapes) of CEN (European Committee for Standardisation) TC 193 (Adhesives)
- Support in maintenance and periodic reviews of ISO 29862:2007 Peel Adhesion, ISO 29863:2007 Shear Adhesion, and ISO 29864:2007 Breaking Strength and Elongation TMs
- Release of 2018 edition of the *Afera Test Methods Manual*.

### **Events 2018**

Afera continues to deliver value to our membership through the organisation of the following events:

- Afera Committee and Working Group Meetings, 21-23 February, Hilton Amsterdam, The Netherlands
- Afera Global Adhesive Tape Summit: Collaboration, incl. Global Tape Forum (GTF) & Global Test Method Committee (GTMC) Meetings hosted by Afera, 11-15 June, Sheraton Munich Arabellapark Hotel, Germany
- 61<sup>st</sup> Afera Annual Conference, 3-5 October, Divani Apollon Palace & Thalasso, Vouliagmeni (Athens), Greece, incl. Committee and Working Group meetings.



## Why Join Afera?

- Connect yourself with the only European organisation dedicated to representing the entire adhesive tape industry value chain
- Network with important innovators, decision-makers and efficiency drivers—all the key players of the adhesive tape industry
- Engage with like-minded firms who share your everyday business challenges
- Benefit from vital information, co-operation and representation regarding European and global regulatory and standards issues
- Learn the latest on tape industry developments at Afera's Annual Conference and Committee and Working Group Meetings—and attend these events at the discounted member fee
- Enhance your market and technical knowledge at educational events such as Afera's Global Adhesive Tape Summit in Munich and Annual Conference in Athens in 2018
- Participate in and learn from Afera's forward-looking social media and content marketing programme focussed on growing the tape market by connecting with design and process engineers
- Gain access to industry data studies, surveys, publications and other valuable, members-only information
- Receive the *Afera News* digital newsletter and email flashes on industry news, events and sponsorship opportunities
- Take part in Afera's project to infuse adhesive tape into the curricula of European mechanical engineering and product design higher education and apprenticeships programmes
- Share your company news on [afera.com](http://afera.com) and our adhesive tape network Twitter account
- Expose your company or organisation to a wide audience by advertising in *Afera News* and on [afera.com](http://afera.com)
- Take advantage of full-time logistical and administrative support from Afera's Secretariat.

## Partnering with leading companies

All of Afera's events are organised with sponsorship partners such as BASF, Dow, Eastman Chemical, Eurochimind, ICAP-SIRA Chemicals and Polymers, Ichemco, Maarbarot Industrial Machines, NEENAH Performance Materials, Olympic Bonding Solutions, Sekisui Alveo, Scapa Industrial, Synthomer, tesa and others to bring value to our members. The Association's Steering, Technical and Marketing Committees are composed of industry representatives from the above-mentioned companies plus 3M, A&G Ambalaj, Advance Tapes International, Ahlstrom, American Biltrite, Arizona Chemical, Ashland UK, Atlas Tapes, Avery Dennison België, Bostik Smart Adhesives, certoplast, ChemQuest Group, Coroplast Fritz Müller, Evonik Industries, ExxonMobil Chemical Europe, Fraunhofer Institute IFAM, HB Fuller UK & Deutschland, Henkel, IVK/FEICA, Lohmann, Mondi Group, NAR, Nitto Europe, Organic Kimya, Parafix Tapes & Conversions and TSRC Corporation. Afera is run *by* the industry *for* the industry.

### **Membership**

Currently Afera consists of over 100 members from 20 European countries. Based in The Hague since 1999, the Association is open for membership to those involved in the European adhesive tape industry:

- Manufacturers with coating facilities in Europe and their non-coating subsidiaries
- Raw materials, machine and packaging suppliers
- Converters, specialty non-graphic die cutters
- European national tape associations and groups
- Institutions and universities.

### **Complying with competition law**

Afera and our members adhere to a policy of strict compliance with European Community Competition Law (Articles 81 and 82 of the EC Treaty) in all our operations.

### **Afera, The European Adhesive Tape Association**

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