



2019-2025

The European adhesive tape network. Today and tomorrow's workforce. Networking and educational events. Technical standards. Market trends. Environmental regulation. Organisations in adjacent technologies.

Afera, The European Adhesive Tape Association, unites the decision-makers and creative minds of the European tape value chain in a total commitment to making the adhesive tape industry future-proof. 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 world of tomorrow

Companies along the European tape value chain face varied economic conditions and the new realities of a digitised global economy. Perspectives on the industry through 2025 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.

Enabling your company to keep one step ahead

The European tape industry, renowned for its standards of innovation, 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 is widely known and valued as the go-to community of the European tape industry for both industry and non-industry stakeholders. Stakeholders connect within the Afera community to address current and future key topics, which individual stakeholders cannot or prefer not to tackle themselves.

Our mission

Afera unites stakeholders along the value chain of the European tape industry, to ensure and increase the relevance of the tape industry in the world of tomorrow.

We accomplish this by:

- Acting as the voice of the industry to end users, policy makers and educators
- 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, information and tools; 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 an 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.

Our focus

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

Growing your business and the tape market

- 3 committees and 8 working groups providing member networking and professional growth opportunities in a safe, trusted environment
- Leading-edge integrated content marketing and social media programme focussed on growing the tape market ("Why Tape?") and raising Afera's profile in the industry
- Launch of environmental adhesive tape success stories and an annual Afera sustainability award
- Project to infuse adhesive tapes and the raw materials of tapes into the curricula of European mechanical engineering and product design higher education programmes, beginning with a partnership with Pearson BTEC focussing on apprenticeship qualifications
- 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
- "Member of Afera" logo-link to publish on your homepage indicating to your partners and customers that you belong to an exclusive network of first-rate businesses in the adhesive tape value chain
- Updated media tools such as the "afera community" app, afera.com, *Afera News* digital newsletter and Afera's LinkedIn and 2 Twitter accounts
- Surveys of Afera's membership to gauge the wants and needs of all our members
- Active recruitment programme so that the entire tape value chain is represented in Afera's membership.



Regulatory affairs

- A Technical Committee expert group focussed on regulatory affairs, led by Afera's 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 monitoring of relevant European and worldwide regulations, directives and commercial standards, including the following current E.U. legislation:
 - REACH (specifically Registration, Evaluation – CoRAP, Authorisation, Restriction and the Candidate List)
 - Industrial Emissions Directive (IED) BREF revision
 - Classification, Labelling and Packaging (CLP) Regulation
 - Restriction of Hazardous Substances (RoHS) Directive
 - Chemical Agents Directive
 - Packaging and Packaging Waste Directive
 - Biocidal Products Regulation
 - Circular Economy Action Plan and Ecodesign Directive
 - Food Contact Materials Regulation
 - German quality standards DIN 2304 and DVS 3320-2.
- 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
- Representation of REACH downstream users (DUs) through our seat in the partner expert group in CheMI, the European Platform for Chemicals Using Manufacturing Industries
- 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 other organisations in adjacent technologies.

Global harmonisation

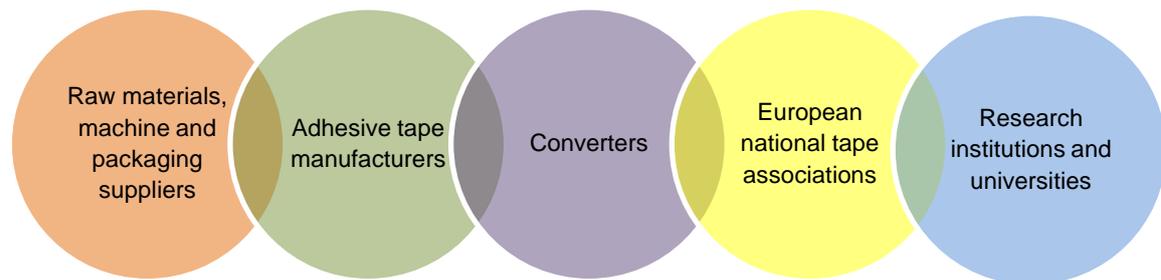
- Management of the Global Tape Forum (GTF) secretariat
- Annual collection of high general level of production data from GTF members
- Development of internationally recognised standards among the 5 members of the GTF/Global Test Methods Committee (GTMC), labelling them 'GTF-harmonised TMs'
- Recent finalisation of SAFT, Thickness and Loop Tack TMs, and Width & Length Guideline; development of Dynamic Shear (Lap Shear), Peel Adhesion Dependent on Steel Plate Surface Roughness and Methodology for Development of Measurement Uncertainty TMs; and participation in a Test Panel Cleaning Study
- 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 the 2019 edition of the *Afera Test Methods Manual*
- Planned creation of Afera TM tutorial videos available to members at a dedicated YouTube channel.



Events 2019: networking & learning in a neutral environment

We foster member engagement by organising the following events:

- Afera Committee and Working Group Meetings, 4-6 February 2019, InterContinental Düsseldorf, Germany
- 9th Afera Tape College, 8-10 April 2019, Brussels Marriott Hotel, Belgium
- 62nd Afera Annual Conference, 9-11 October 2019, Pestana Palace Hotel, Lisbon, Portugal, 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 and raising the bar of ambition and inspiration
- Network with important innovators, decision-makers and efficiency drivers—all the key players of the adhesive tape industry—in a neutral environment
- 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
- Develop and refine modern adhesive tape TMs with panels of member company experts
- Promote end-user awareness about environmental adhesive tape success stories and become eligible for Afera's annual sustainability award
- 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 9th Tape College in Brussels and Annual Conference in Lisbon in 2019
- Team up with associations in adjacent technologies
- 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, our adhesive tape network Twitter account, our LinkedIn account and the "afera community" app
- Expose your company or organisation to a wide audience by advertising in *Afera News* and on 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 Ahlstrom, Atlas Tapes, BASF, Chang Sheng Yuan, Dow, DRT, Eastman Chemical, Henkel, ICAP-SIRA Chemicals and Polymers, ICAP-SIRA Chemicals and Polymers SpA, Ichemco, Kraton Chemical, Lohmann, Mondi Group, NEENAH Performance Materials, Olympic Bonding Solutions, Organic Kimya, Sekisui Alveo, 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 Europe and Italy, A&G Ambalaj, Advance Tapes International, American Biltrite, Bostik Smart Adhesives, certoplast, ChemQuest Group, Coroplast Fritz Müller, Egebant, Evonik Industries, Fraunhofer Institute IFAM, H.B. Fuller UK and Deutschland, Henkel, IVK/FEICA, Loparex, NAR, Nitto Europe, Scapa Industrial, 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
- Distributors
- 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

Laan van Nieuw Oost-Indië 131-G
2593 BM The Hague
The Netherlands
Tel: +31 70 312 39 16 mail@afera.com
Fax: +31 70 363 63 48 www.afera.com
Chamber of Commerce #27181085

