

Welcome to Munich



1st Afera Global Adhesive Tape Summit

Evert Smit

Afera Technical Committee Chairman
& Steering Committee Member

Global Head of R&D at Lohmann GmbH & Co. KG

1st Afera Global Adhesive Tape Summit

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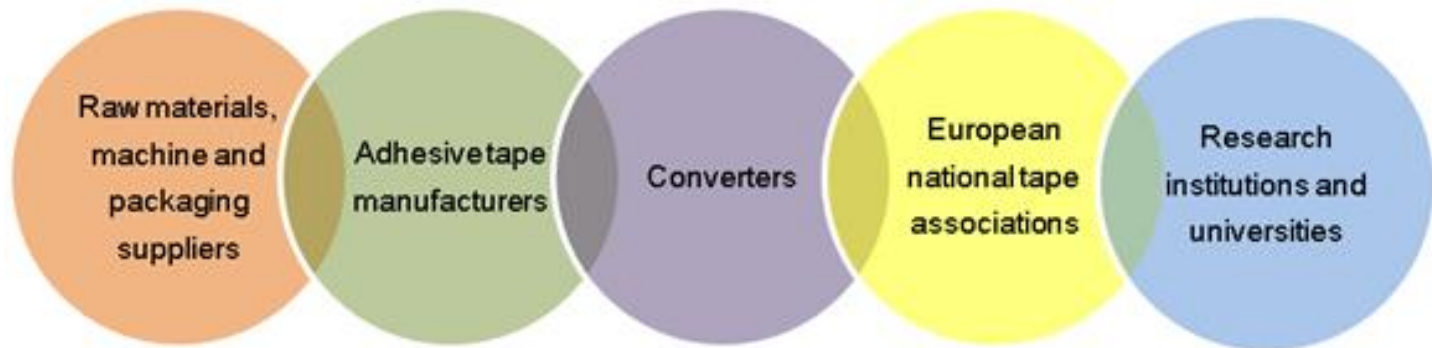




The heart of the European tape network

Who we are

- Afera is the European Adhesive Tape Association, a not-for-profit trade organisation representing the interests of the best-in-class businesses w/in the adhesive tape value chain.



Who we are

Established 1958 in Paris as technical association to create industry wide test methods (35 Tape manufacturers from 6 European countries)

Since 1999 in The Hague, The Netherlands with currently 120 members from 20 countries

- Adhesive tape manufacturers
- Raw materials, machine and packaging suppliers
- Converters (specialty non-graphic die cutters)
- European national tape organisations
- Research institutions and universities.



What we do

- For over 60 years, Afera has served as the voice of the European adhesive tape industry, organising
 - Networking and educational events
 - European and international test methods standardisation and harmonisation projects
 - Regulatory affairs action
 - Market and technical data and info. resources.

Vision and mission

- **Our vision**

A world in which designers, engineers and manufacturers in every conceivable industry are aware of adhesive tape as one of the most effective, innovative and economical bonding and fixing solution to their needs

- **Our mission**

To add the greatest value possible to our members' businesses.

Goals and strategies

- 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 social linking
 - Launch of [Why tape?](#) section of afera.com
 - [@ ProductDesign](#) "Design that sticks" Twitter page, which has ~4,800 followers
 - Other social media channels and tools soon to be added.

Tape awareness

Afera is Europe's lead promoter of adhesive tape over traditional mechanical fasteners and wet glues.





Contact

- ABOUT AFERA
- WHY TAPE?
- FIND A MEMBER
- TECHNICAL CENTRE
- MEMBERS ONLY
- EVENTS
- NEWS



Why tape?

Endless functionality for tomorrow's designs



WELCOME TO AFERA

The European adhesive tape industry network. Pressure-sensitive adhesive technology for engineering and design.

Educational events. Technical standards. Market trends. Environmental regulations.

[Learn more](#)

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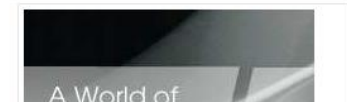
WHY TAPE?

Learn more about the countless functionalities and options available in adhesive tape.



FIND A MEMBER

Visit a directory of Afera member companies and the products and services they offer.



Why tape? website



Contact

- ABOUT AFERA
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Home > Why tape?

Why tape?

Tape makes unimaginable product designs possible.

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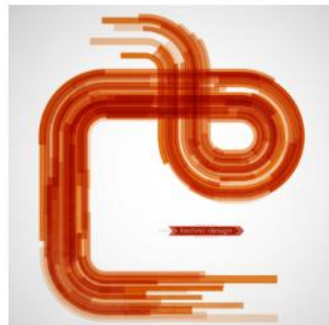
ASK US ANYTHING

- ▶ Question? Contact an Afera member company for more information



Imagine something virtually invisible and weightless that would allow you to hold two or more things together, or fix something to something else without weakening or failing, staining, or corroding under a variety of extreme conditions. This 'something' could also, for example, insulate or conduct electricity as part of your design.

Forget the image you may have of household- or duct- or even industrial tape. Think of adhesive tape as a functional sheet which makes the production and assembly of your design, however big or small, possible.



Why tape? website

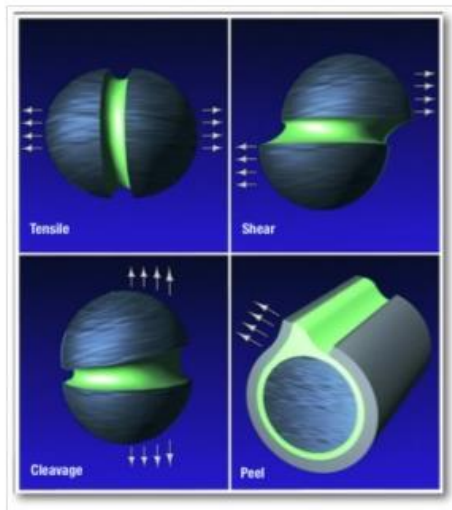
Home > Why Tape?

Stresses on the substrate and bond

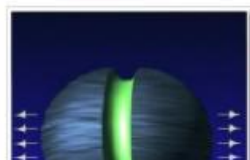
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READ MORE AB

- ▶ Make it (better)
- ▶ Replace mecha
- ▶ Bond on contac
- ▶ Application suc
- ▶ Application cha
- ▶ Stresses on sub
- ▶ Bond to most s
- ▶ End use enviro
- ▶ Sustainable sol
- ▶ Creativity + effi
- ▶ What tapes are
- ▶ Tapes to suit al
- ▶ Types of tapes .
- ▶ Types of adhes
- ▶ Find out more



Adhesive tapes have been developed to withstand a variety of forces on the bond. As a rule, tapes perform better when the primary stress is tensile or shear. Most industrial applications involve a combination of stresses.



Tensile

Tensile stress occurs when the pull direction is straight and away from the adhesive bond, and the pull is exerted equally over the entire joint.

@_ProductDesign



Tweets 1,031 Following 3,656 Followers 4,755 Likes 181

Follow

Design that Sticks
@_ProductDesign

Collecting and Sharing Remarkable Innovation in Product Design. By Afera, the European Adhesive Tape Association.

Europe
afera.com/why-tape/design...
Joined July 2014

708 Photos and videos



Tweets Tweets & replies Media

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- Manufacturing**
@ManufacturingHQ
- W.N.I.E**
@WhatsNewInElec

Worldwide trends

- #MemorialDay**
150K Tweets
- #FelizLunes**
33.7K Tweets
- #qanda**
13.5K Tweets

Goals and strategies

- Engage **tomorrow's** professional users by infusing tape technologies into the curricula of European mechanical engineering and product design higher education programmes



- Pilot project beginning in the UK through the Institution of Mechanical Engineers (IMechE) with Pearson
- Once the technical educational materials on adhesive tape bonding technology for Pearson are finalised, the content will be convertible to learning institutions across Europe.

Goals and strategies

- Providing an organised, collaborative, flexible platform from which to service our membership by
 - Organising networking and learning through meetings and events
 - Annual Conference
 - Technical Seminar
 - Tape College
 - Committee and Working Group Meetings



2018 - 2019 upcoming

Afera Annual Conference
3-5 October 2018
Divani Apollon Palace & Thalasso
Vouliagmeni - Athens, Greece

Afera Tape College
8 - 10 April 2019
Brussels Marriott Hotel



Goals and strategies

- Gathering and sharing market and technical information



Contact



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Market research

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We routinely work within our committees to identify the most valuable topics and means of providing market information to our members.

Browse through the following in-depth articles and studies for the latest in market trends and data affecting the adhesive tape industry:

Tape market

[Interview with Nitto EMEA President & CEO Sam Strijckmans](#)

[PSA tape market data and trends: 2016 Freedonia Study](#)

[Exclusive market data: APEJ to be largest market for gummed tapes during 2017-2027 \(Future Market Insights\)](#)

[Exclusive market data: pressure sensitive adhesive \(PSA\) tapes market global forecast to 2022 \(MarketsandMarkets\)](#)

[Hot melt adhesives market revenue to surpass USD 10 billion by 2024 \(Global Market Insights\)](#)

[Tape markets in Asia: critical data and trends](#)

[Global, European specialty tape markets in 2016: critical data and trends \(AWA\)](#)

[PSTC releases tape usage report](#)

[Global, European specialty tape markets & growth opportunities 2016 \(AWA\)](#)

[Still an age of instability? Europe & the global economy](#)

[Market trends and statistics \(Freedonia\)](#)

[Global, European specialty tape markets & growth opportunities 2012 \(AWA\)](#)

[The future of growth](#)

[The current European & Italian economic outlook](#)

[Market study on joining methods in consumer electronics](#)

Sharing information

Home › Technical centre › Technical and product research

Technical and product research

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We work with industry experts to bring valuable technical and product information to our members.

Browse through the following in-depth articles for the latest technical and product developments affecting the adhesive tape industry:

- [Tapes in autonomous vehicle design](#)
- [Tapes in transdermal delivery systems \(TDSs\)](#)
- [Current and new opportunities for using tape at Renault](#)
- [New applications for adhesive tapes in white goods](#)
- [How converting tape creates value](#)
- [Why you need quality assurance in adhesive bonding technology](#)
- [Tapes used in bonded glazed windows](#)
- [Impact-modified PMMA and co-extruded PVDF/acrylic films for high-performance tapes](#)



Goals and strategies

- Actively monitoring and participating in regulatory and commercial standards development processes
 - Technical Committee Working Groups focussed on regulatory affairs and industry standards
 - Public Affairs Manager Mark Macaré hired in 2017
 - Rapid Alert Protocol put into place.



Engaging in regulatory affairs

Currently including

- REACH (specifically SVHCs and Registration)
- Industrial Emissions Directive (IED) BREF revision
- Circular Economy Policy, incl. Ecodesign recycling and waste legislation, European Paper Recycling Council (ERPC)
- Food Contact Materials
- Biocidal Products Regulation (BPR)
- Medical Device Regulation.



Today's hot topics



- MDIs (diisocyanates)
- Formaldehyde: CMR!
- Biocides preservatives (dispersions)
- Conflict minerals
- Circular Economy/Ecodesign.

Goals and strategies

- Establishing globally recognised test methods (TMs)



- Developing internationally recognised standards among the 5 member of the Global Tape Forum (GTF)/Global Test Methods Committee (GTMC), labelling them “GTF-harmonised TMs”

Test method harmonisation



- EN 1939/Afera 5001/PSTC 101 (**Peel Adhesion**), EN 1943/Afera 5012/PSTC 107 (**Shear Adhesion**), and EN 14410/Afera 5004/PSTC 101 (**Breaking Strength and Elongation**) are ISO certified, reviewed every 5 years at the CEN and ISO levels
- GTF 6001 (**SAFT**), GTF 6002 (**Thickness**) and GTF 6003 (**Width & Length**) issued
- Current harmonisation of **Loop Tack TM** and **Methodology of Measurement Uncertainty TM**
- Beginning work on **Dynamic Shear/Lap Shear TM** and **Peel Strength Dependent on Steel Plate Surface Roughness TM**.

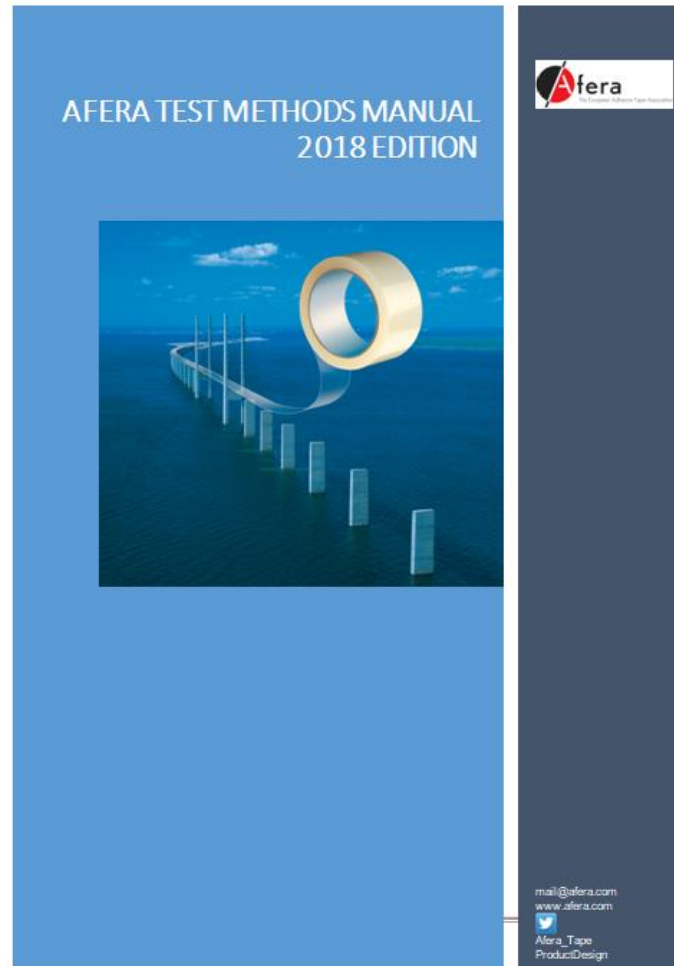
Global TM utilisation



Hundreds are available globally, but they are not always comparable

Updated *Afera* TM Manual

- Forthcoming edition of the *Afera Test Methods Manual*



Our drivers going forward

- Transparency
- Education of members and their customers
- Meaningful content generation
- Co-creation
- Co-operation with global and European industry associations (GTF, FEICA, IVK, FINAT)
- Regulatory awareness
- Participation in cross-sector industry and experts groups (ERPC, CheMI, food contact materials)
- Balancing top industry expertise needed among Afera members (volunteers) and (paid) external consultants
- Member recruitment to include the entire adhesive tape value chain.

Where we want to go

The future is starting now

- You are at the basis of the future of tapes
- The drivers for the future will be different from what your boss may think
- Solving *current* customer problems is ... just improving

Forget what you were taught

- Innovation is a **result**, not a *goal*
- Software is Eating The World
(Marc Andreessen, WSJ 20. 08. 2011)
- The Volkswagen Scandal
Dutch Word of the Year 2016:
„Sjoemelsoftware“ = cheat-software
- Remember these words:
Transparency, Governance, Stewardship, Compliance

This will guide companies in the future

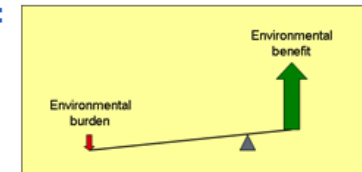
1. Ethics	The company establishes, promotes, monitors, and maintains ethical standards and practices in dealings with all of the company's stakeholders.
2. Governance	The company manages all of its resources conscientiously and effectively, recognizing the fiduciary duty of corporate boards and managers to focus on the interests of all company stakeholders.
3. Transparency	The company provides timely disclosure of information about its products, services, and activities, thus permitting stakeholders to make informed decisions.
4. Business relationships	The company engages in fair trading practices with suppliers, distributors, and partners.
5. Financial return	The company compensates providers of capital with a competitive return on investment and the protection of company assets.
6. Community involvement/ economic development	The company fosters a mutually beneficial relationship between the corporation and community in which it is sensitive to the culture, context, and needs of the community.
7. Value of products and services	The company respects the needs, desires, and rights of its customers and strives to provide the highest levels of product and service value.
8. Employment practices	The company engages in human resource management practices that promote personal and professional employee development, diversity, and engagement.
9. Protection of the environment	The company strives to protect and restore the environment and promote sustainable development with products, processes, services, and other activities.



TABLE 1.1 The broad definition of sustainability performance—nine principles

Tapes as Enablers

- Tapes have their largest impact as a lever:



- They enable sustainable solutions

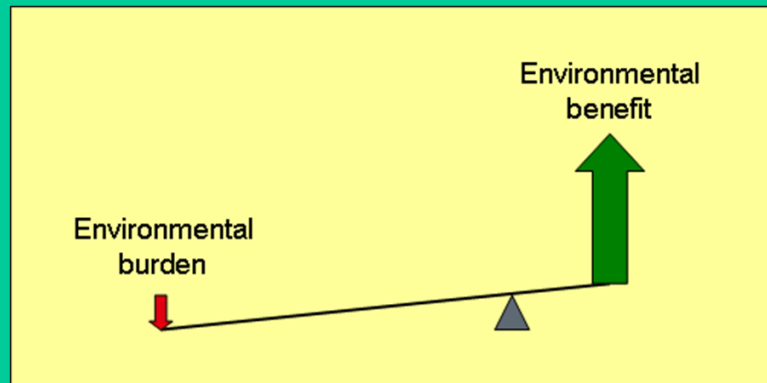
Where we want to go

E.g. Sustainability



Focus

- Tapes have their largest impact as a lever:



- They enable sustainable solutions

Global partners

Operating in a global landscape

- Develop closer relationships with international counterparts
 - **CATIA**, China Adhesives and Tape Industry Association
 - **TAAT**, Taiwan Regional Association of Adhesive Tape Manufacturers
 - **PSTC**, Pressure Sensitive Tape Council of North America
 - **JATMA**, Japanese Adhesive Tape Manufacturer's Association

Members of the GTF



1st Afera Global Adhesive Tape Summit

Afera's first truly global European event:

- ✓ Global Tape Forum (GTF) and Global Test Methods Committee (GTMC) Meetings on Tuesday
- ✓ 28 lectures covering “Relationships and drivers in the tape business: creating and leveraging technology, markets, processes, value and opportunities” on Wednesday and Thursday
- ✓ Conference Dinner at Restaurant “Kuffler California Kitchen” on Wednesday
- ✓ Company visit of Neenah Gessner GmbH in Bruckmühl on Friday.

1st Afera Global Adhesive Tape Summit

Your hosts and organising committee:

- **Ian Grace**, global technical support manager for tapes and labels at Bostik Smart Adhesives
- **Danny Beekman**, technical associate adhesives application development at Kraton Corporation.
- **Ralf Rönisch**, head of R&D at Coroplast Fritz Müller GmbH & Co. KG
- **Reinhard Storbeck**, director of R&D at tesa SE
- **Gert-Jan van Ruler**, technical support and business development manager at DRT - Les Dérivés Résiniques et Terpéniques
- **Astrid Lejeune**, Afera Secretary General
- **Stephanie Feith**, Afera Secretariat.

1st Afera Global Adhesive Tape Summit

Today

- Session 1 Where are we?
- Session 2 Maintaining the Core

Tomorrow

- Session 3 Reactive Drivers
- Session 4 Proactive Drivers