



**7<sup>th</sup> Afera  
Technical Seminar**

**PROGRAMME**

Brussels, 13-15 April

**2015**

**Gold Sponsors**



**Silver Sponsors**



# 7<sup>th</sup> Afera Technical Seminar

**13 - 15 April 2015, Brussels Marriott Hotel**



On behalf of the Afera Technical Committee, it gives me great pleasure to invite you to the 7th Afera Technical Seminar in Brussels. I'm looking forward to another successful event.

This biennial Afera event is already organized for the 7th time. It established itself as a platform for presenters to show innovative ideas and projects for the entire European tape industry. The structure as well as the content of the Afera Technical Seminar offers anyone in the tape industry the chance to acquire new ideas and concepts to enlarge his technical knowledge of self-adhesive tapes in all its aspects.

The full 2 days programme we have introduced over the years was felt valuable to the delegates and based on the excellent feedback we received, we have structured the 2015 Technical Seminar along the same path. We feel we have put together an attractive programme, with a great variety of subjects, which motivates people to attend the seminar.

Tuned to suit a growing audience of participants, the Technical Seminar programme allows for a full two days activity and networking. Twenty-one lectures will cover a wide range of technical topics in relation to the adhesive tape industry, which will look into product innovation and processing advantages as well as scientific examinations. Afera continues its effort to add value to its membership by organizing these type of events for its diverse membership base and any other interested industry professional.

We trust that the programme line up will appeal to you again, not only to the technical community, but also to those of other disciplines, desiring technical knowledge to support their work within the tape industry. We especially urge you to participate actively in debate and questioning. This adds value to an event that wants to promote a truly dynamic learning opportunity and that will yield positive and continuing benefit to every participant.

I take this opportunity to thank all sponsors who have contributed to this event.

Evert Smit,  
Afera Technical Committee Chairman

# Conditions of participation

## FEE

### I SEMINAR PARTICIPATION

#### Conference Package

##### Includes:

Full working programme; lunch, welcome cocktail on April 13; lunch, conference dinner on April 14; lunch on April 15; coffee breaks; conference bag and proceedings of the seminar

##### Excludes:

Costs for hotel accommodation

##### Seminar Fee:

When registering before **23 February 2015**, you receive a 100 Euro discount!

Afera Members	975 € per Person
Members of National	
Affiliated Associations	1.175 € per Person
Non-members	1.275 € per Person

### II HOTEL ROOMS

Afera has ensured the **preferential rates of € 165** (single occupancy) and **€ 185** (double occupancy) per room per night inclusive of breakfast, VAT and service charges excluding city tax of **€ 7,85** per room per night single occupancy. The number of rooms per day is limited and the cut off for these reservations is **20th of March 2015**. After this date, rooms will be offered only upon space and rate availability.

## HOW TO REGISTER?

### I FOR THE SEMINAR

To register for the Afera Technical Seminar 2015, please complete **the registration form and return it to the Afera Secretariat in The Hague (fax number +31 70 363 63 48) before February 23, 2015.**

### II HOTEL ROOM RESERVATION

Your room reservations should be made directly with the hotel. For this purpose, please book online by following the link [http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=Afera%5E-BRUDT%60fgqfqa%60165%60USD%60false%604/12/15%604/17/15%6003/20/15&app=resvlink&stop\\_mobi=yes](http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=Afera%5E-BRUDT%60fgqfqa%60165%60USD%60false%604/12/15%604/17/15%6003/20/15&app=resvlink&stop_mobi=yes)

**ASAP BUT DEFINITELY BEFORE MARCH 20, 2015!**

The preferential group rates will only apply until that date. Afera can no longer guarantee room availability after **March 20, 2015**. After that date, the Brussels Marriott Hotel can offer rooms only on room and rate availability.

**Make sure that your online room reservation is submitted to the Brussels Marriott Hotel in time!!**

Reservations will not be accepted without credit card information. **Do not forget to enter your credit card number and expiration date!**

## PAYMENT

### I FOR THE SEMINAR

All participants will receive an invoice upon confirmation of their seminar participation. Full refund of the fee will be granted if the cancellation is received in writing before **February 23, 2015**. No one will be able to attend the seminar without having paid the full fee. The very latest moment to settle the invoice will be by means of completing a credit card statement at the Afera registration desk at the Brussels Marriott Hotel.

### II FOR THE HOTEL

To be settled upon departure from the hotel.

## CANCELLATION POLICY

### I SEMINAR PARTICIPATION

Full refund of the participation will be granted if the cancellation is received in writing **no later than February 23, 2015**.

Full refund less a **handling fee of € 150 per registrant** will be granted to requests received in writing **before or on March 14, 2015**.

No refunds will be granted for requests **after March 14, 2015**. Telephone cancellations will not be accepted!

### II HOTEL RESERVATION

Cancellation of hotel rooms will be dealt with in accordance with the terms agreed with the hotel and as mentioned on the Brussels Marriott webpage accessible via the accommodation link:

All cancellations will be done directly with the hotel and can be done free of charge up to **72 hrs.** before arrival. After this time a cancellation charge of one nights stay is charged.

# Registration FORM 1

## REGISTRATION AFERA TECHNICAL SEMINAR 2015

13 – 15 April 2015, Brussels Marriott Hotel, Brussels

Please return this form to the **AFERA Secretariat** before **23 february 2015**

fax number: +31-70-363 6348

Company : \_\_\_\_\_

Address : \_\_\_\_\_

Country : \_\_\_\_\_

Telephone : \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail : \_\_\_\_\_

### HOTEL

Brussels Marriott Hotel  
 Rue A. Orts 1 -7, 1000 Brussels, Belgium  
[http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkIdData=Afera%5EBRUDT%60gfqfqa%60165%60USD%60false%604/12/15%604/17/15%6003/20/15&app=resvlink&stop\\_mobi=yes](http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkIdData=Afera%5EBRUDT%60gfqfqa%60165%60USD%60false%604/12/15%604/17/15%6003/20/15&app=resvlink&stop_mobi=yes)

### BADGING DETAILS

Surname delegate(s)	First name

Please indicate your participation at:

Monday 13 April 2015	No. of persons	Tuesday 14 April 2015	No. of persons
Welcome Buffet Lunch		Conference Dinner outside the hotel	
Welcome Cocktail		Wednesday 15 April 2015	No. of persons
Tuesday 14 April 2015	No. of persons	Delegates Lunch	
Delegates Lunch			

SEMINAR PARTICIPATION FEE When registered before 23 February 2015, you receive a 100 Euro discount

..... No. of AFERA Members x 975 € Per Person = € .....

..... No. of AFERA Members x 1175 € Per Person = € .....

..... No. of Non-members x 1275 € Per Person = € .....

Please invoice me for the total amount of € .....

# Registration FORM 2

## REGISTRATION AFERA TECHNICAL SEMINAR 2015

- I hereby acknowledge my understanding and acceptance of the cancellation terms for the AFERA Technical Seminar 2015.
- I will reserve my hotel room **directly at the Brussels Marriott Hotel** through the separate Accommodation link online as explained under 'Conditions of Participation'. My hotel bill will be settled directly with the hotel upon departure.

I did reserve a room at the Brussels Marriott Hotel  YES  NO

For AFERA's information, my/our date of arrival is: .....

For AFERA's information, my/our date of departure is: .....

Name:
Date:
Signature:

*Please return this form (2 pages) to the  
AFERA Secretariat before February 23, 2015  
mail@afera.com fax number: +31-70-363 6348*

# PROGRAMME 7<sup>th</sup> AFERA TECHNICAL SEMINAR

MONDAY APRIL 13, 2015

Hotel check-in and registration for the conference

- 13.00 – 14.00 Buffet Lunch
- 14.00 **Opening by Evert Smit (Arizona Chemical), Conference Chairman (Interim Chair TC)**
- SESSION 1** **14.10 – 18.00 FUNDAMENTALS OF ADHESION & ADHESIVES**  
**Session Chairman: Ralf Rönisch, Coroplast Fritz Müller GmbH & Co. KG**
- 14.10 - 14.35 **Influence of large strain rheology on the adhesive performances of PSA**  
*Prof. Matteo Ciccotti - Laboratoire PCSM-ESPCI, Paris University (France)*
- 14.35 – 15.00 **Cohesive laws for adhesive tapes**  
*Anders Biel, Researcher - University of Skövde (Sweden)*
- 15.00 - 15.25 **Mastering viscoelasticity of pressure sensitive tapes in engineered Assemblies**  
*Authors: Felix Foerster and Paul Ludwig Geiß*  
*Presented by: Univ.-Prof. Dr.-Ing. Paul Ludwig Geiss – University of Kaiserslautern (Germany)*
- 15.25 - 16.00 **Break**
- 16.00 - 16.25 **How to improve customer relationship by state-of-the-art claim management in the field of pressure sensitive products**  
*Michael Gierlings and Thorsten Klomfass, Adhesives Coatings & Claims Consulting – Klomfass Gierlings & Partner*
- 16.25 - 16.50 **Better adhesives design – using scientific tools**  
*Dr. Evert Smit, Principal Scientist & Application Development Manager - Arizona Chemical (Netherlands)*
- 16.50 – 17.15 **Can tailored stabilizer improve hot melt tack?**  
*Authors: Dr. Bernd Hövel, Dr. Angelika Roser*  
*Presented by: Dr. Bernd Hövel, Technical Marketing Additives for Adhesives, Sealants and Fiber Bonding - BASF SE (Germany)*
- 17.15 - 18.00 **Panel Discussion**
- 18.00 Welcome Cocktail in the foyer of the Brussels Marriott
- 19.00 Dinner at leisure

TUESDAY APRIL 14, 2015

- SESSION 2** **09.00 – 12.30 TAPE PRODUCTION, TESTING & REGULATORY ASPECTS**  
**Session Chairman: Melanie Lack, Henkel AG & Co. KGaA**
- 09.00 **Opening**
- 09.10 – 09.35 **Solvent Based Acrylics in a changing environment**  
*Dr. Anja Schneider, Senior Chemist PSA R&D - Henkel, Pressure Sensitive Adhesives (Germany)*
- 09.35 - 10.00 **Use of atmospheric plasma technology in manufacturing and application of adhesive tapes**  
*Dr. Klaus Keite-Telgenbüscher – tesa SE (Germany)*
- 10.00 - 10.25 **Coating technologies and coating line concepts for the production of adhesive products**  
*Andrea Glawe, Director R&D - KROENERT GmbH & Co KG (Germany)*
- 10.25 - 11.00 **Break**
- 11.00 - 11.25 **Impact of chemical regulation to the tape industry**  
*Amy Aerts, Regulatory Affairs manager - Nitto Europe N.V. (Germany)*
- 11.25 - 11.50 **Next Generation Equipment for the Precion Coating of Performance Film, Foil and Paper**  
*Gunter Roesler, Director of International Business Development - OLBRICH GmbH / R+S Technik GmbH (Germany)*
- 11.50 – 12.15 **PSA in Action - Acrylic Foam Tapes in Dialogue with Painted OEM Surfaces**  
*Dr. Volker Paschmann, Senior Specialist Automotive Technologies & Trends – 3M Deutschland GmbH (Germany)*
- 12.15 - 12.45 **Panel Discussion**
- 12.45 **Lunch**

# PROGRAMME 7<sup>th</sup> AFERA TECHNICAL SEMINAR

<b>SESSION 3</b>	<b>14.00 – 17.30 NEW TAPE USES &amp; TRENDS</b> Session Chairman: Reinhard Storbeck, tesa SE
14.00 - 14.25	<b>Functional adhesive tapes for local anodisation of aluminum</b> <i>Martijn Verhagen, Laboratory Manager Solvent Based Technologies - Lohmann GmbH &amp; Co. KG</i>
14.25 - 14.50	<b>Counterfeit and transfer resistant self adhesive labels for vehicle windscreens or license plates that allow clean removal for renewal</b> <i>Domenica Kirchmeyer, Senior Specialist Product Development 3M Traffic Safety Systems Division - 3M Deutschland GmbH (Germany)</i>
14.50 - 15.15	<b>Modern closing solutions for hygiene products and diapers</b> <i>Speaker to be agreed</i>
15.15 – 16.00	<b>Break</b>
16.00 - 16.25	<b>Ichemco Release KB100 A: The Clear Solution</b> <i>Author: Dr. Alessandro Giusti</i> <i>Presented by: Dr. Alessandro Aghina, VP Sales - Ichemco S.r.l. (Italy)</i>
16.25 - 16.50	<b>High performance pressure sensitive tapes for lightweight damping applications</b> <i>Authors: Ingrid Geuens, Michel Ravers</i> <i>Presented by: Ingrid Geuens, R&amp;D manager Performance Tapes – Avery Dennison (Belgium)</i>
16.50 – 17.30	<b>Panel Discussion</b>
19.30	<b>Conference Dinner in Restaurant “Aux Armes de Bruxelles”</b>

## WEDNESDAY APRIL 15, 2015

<b>SESSION 4</b>	<b>09.00 – 12.45 NEW &amp; SUSTAINABLE USES</b> Session Chairman: Ian Grace, Mondi
09.00	<b>Opening</b>
09.05 - 09.30	<b>Water borne PSA for blue masking and washi tape applications status of art</b> <i>Authors: Isabelle Uhl , Mario de Filippis and Natacha Cisowski</i> <i>Presented by: Mario de Filippis, EMEA TS&amp;D Functional Materials – Dow Chemical (France)</i>
09.30 - 09.55	<b>A novel approach To extending the possibilities of hot melt acrylic formulation</b> <i>Peter O'Loughlin, Director – Omicron Adhesive Materials Limited (UK)</i>
09.55 - 10.20	<b>Potential use of bio-polymers as backbone for pressure sensitive adhesive Systems</b> <i>Jacco van Haveren, Programme Manager Biobased Chemicals and Fuels - Wageningen University (Netherlands)</i>
10.20 - 11.00	<b>Break</b>
11.00 - 11.25	<b>The mass balance approach: a new way of using renewable raw materials in chemical production</b> <i>Dr. Jenny Reuber, Global Sustainability Manager Dispersions &amp; Pigments - BASF SE (Germany)</i>
11.25 - 11.50	<b>From application to CO2 in 180 days – biodegradable PSA tapes</b> <i>Dr. Tobias Blömker – tesa SE (Germany)</i>
11.50 - 12.30	<b>Panel Discussion</b>
12.30 - 12.40	Closure by by <b>Evert Smit</b> Evert Smit (Arizona Chemical), Conference Chairman (Interim Chair TC)
12.40	<b>Lunch</b>