

# Afera targets engineers and designers who do not yet know about the use of tape in newly launched website, [www.afera.com](http://www.afera.com)

## The Association now has the fundamentals of a social media platform

As part of its new content marketing strategy, Afera has launched its new website, which is now also tablet-compatible. Afera.com content is in development by Afera's dedicated team, including a blogger (technical journalist), and a virtual Content Marketing Task Force consisting of tape industry marketing experts (delegates from Afera Member Companies 3M, tesa, Nitto Europe, Parafix and Novacel). This team participates in an online brainstorming meeting once a quarter in order to generate content ideas and feedback.

Going forward Afera's Technical Committee Members will also be asked about new and exciting industry developments at their Meetings, so that the Task Force can keep their finger on the pulse of evolving industry practises and technology. One of Afera's goals is to build a broader base of media outlets and voices, including old and new media, mechanical and electrical engineering bloggers, design experts and other engineering and manufacturing contacts. This list may also be developed for the purpose of being shared with all Afera Members for their own benefit. As Afera Marketing Committee Chairman Michael Punter (Parafix Tapes & Conversions) shared with Members in Sicily, the project remains within budget, and a clear set of metrics will be used to gauge the success of the social media initiative in 2014.

**Afera**  
The Self Adhesive Tape Industry Network

Contact

SELF ADHESIVE TAPE MEMBER DIRECTORY NEWS EVENTS ABOUT AFERA

### Discover adhesive tape

The invisible bonding method

WELCOME TO AFERA

The European Self-Adhesive Tape Association. Pressure-Sensitive Adhesive Technology for Engineering and Design. Educational Events. Technical Standards. Market Trends. Environmental Regulations.

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**THE MIRACLE OF TAPE**  
Long ago the application range of tapes

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