

# 7<sup>th</sup> Global Tape Forum and Global Test Methods Committee met in Shanghai alongside the 2024 China Adhesive Tape Forum



The China Adhesives and Tape Industry Association (CATIA) convened a four-day international programme in Shanghai that combined the 7<sup>th</sup> Global Tape Forum (GTF) and Global Test Methods Committee (GTMC) Meetings and the wider China Adhesive Tape Forum and Expo from 23–26 April 2024.

Set against a theme centred on innovation, co-ordination and sustainable development, the event brought together national and regional trade associations, tape manufacturers, raw-material suppliers

and equipment providers to exchange market intelligence, align on regulatory direction and accelerate global harmonisation of adhesive tape test methods.

## Global Tape Forum: an industry-led platform for the worldwide tape market

The Global Tape Forum (GTF) is a not-for-profit, international organisation created by the global adhesive tape industry for the industry. Its mission is to enhance the worldwide adhesive tape market by providing a global forum for tape trade associations, enabling them to add greater value to their memberships.

The GTF's member associations are Afera (Europe), CATIA (China), JATMA (Japan), PSTC (North America) and TAAT (Taiwan). The group holds Meetings biennially at the annual or technical conference of one of its Members, on a rotating basis.

The GTF's objectives are to

- increase the demand for adhesive tapes everywhere
- harmonise key adhesive tape test methods
- establish a database of environmental and regulatory trends per region
- gather top-level production data according to agreed-upon categories
- share an open calendar of global adhesive tape educational events, encouraging cross-participation
- hold biennial Meetings hosted by Member associations on a rotating basis
- establish a small, shared fund for running costs
- appoint a fixed team of volunteer delegates, plus a secretariat, from each Member association to serve a three-year term.

The Association also includes the Global Test Methods Committee (GTMC), the worldwide adhesive tape technical body, which usually meets at the same event as the GTF Meeting.

The idea of creating the GTF arose from discussions between Afera and the PSTC in 2006, and setting it in motion was largely spearheaded by Afera. Former Afera President Mike Ayres served as GTF Chairman until 2014. The GTF held its inaugural meeting in Orlando in May 2009 and has since held Meetings in Stockholm, Taipei, Nashville, Beijing, Munich and Brussels.

With over 50 international delegates in attendance, the 7<sup>th</sup> GTF and GTMC Meetings took place in Shanghai, China, hosted by CATIA at its annual technical event, with Meeting sessions held at the Jeurong Hotel on 24 April 2024.

For the 2024–2026 term, JATMA's Kensei Takahashi serves as GTF Chairman. PSTC's Kiran Malhotra serves as GTMC Chairman. TAAT's Alice Chang serves as GTF Treasurer, and Afera's Astrid Lejeune serves as Secretary for both groups.

Past Meeting information is also available online, including the 2016, 2018 and 2020 Meetings, and the 2023 preliminary Meeting.

## **The wider forum and expo: an international platform for technology, applications and sustainability**

Hosted at the Jeurong Hotel Shanghai, the programme began with registration and networking on 23 April, including a welcome reception for GTF/GTMC participants. The core technical and market conference followed on 25–26 April with simultaneous English–Chinese interpretation and a packed plenary agenda spanning sustainability, market outlooks and materials innovation.

Plenary highlights included:

- “Tapes and sustainable building blocks” (tesa, Suzhou)
- “European trends in tapes: towards a sustainable industry” (Evert Smit, Afera)
- Chinese market status and PSA tape outlook (3M China)
- North American speciality tapes (Michel Merkx, PSTC)
- Materials innovation and sustainability (Dow Shanghai).

Running in parallel, the expo showcased the value chain across the venue's ballroom and foyer spaces, with a full floor plan guiding visitors between conference rooms and exhibitor areas.



CATIA reported 518 industry attendees, 84 exhibitors and 44 presentations across the forum programme.

## **Global Test Methods Committee (GTMC): accelerating harmonised test methods**

The GTMC Meeting took place on 24 April (09:00–12:00) in English and focused on a practical problem faced by global customers and multinational suppliers: tape specifications and quality-control requirements become difficult to compare when regions rely on different standards and procedures. Chaired by PSTC's Kiran Malhotra, the Meeting returned to the shared goal of making test methods more consistent and usable across regions, while supporting agile, industry-led progress alongside formal standardisation work.

Key outcomes and discussion points included:

### **1) Reconfirming the role of GTF test methods alongside ISO**

Delegates noted that ISO methods are globally recognised but can be slow and resource-intensive to develop, while the GTF pathway is designed to be more agile and more directly aligned with industry needs.

### **2) ISO 29862 revision: tightening clarity and improving reproducibility**

A major technical item was the ongoing revision of ISO 29862 (peel adhesion of pressure-sensitive tapes). Proposed amendments discussed included:

- adding 25 mm as a standard width
- adding a cutting device
- introducing an alternate roll-down method
- revising sample conditioning
- eliminating certain cleaning solvents for health reasons.

The group agreed these proposals in principle and set a deadline for associations to provide feedback by 10 June 2024.

### **3) A structured “fast track” for future GTF methods**

GTMC reviewed and agreed a proposed process for initiating and completing new GTF test methods: Any association may propose a method, complete testing supported by statistical validation and variability studies, share results for peer review and enable optional cross-lab validation. A six-month cut-off was proposed after which a new GTF number can be assigned.

### **4) Next test methods in the pipeline: Dynamic Shear and High Speed Unwind**

Two emerging candidates for harmonisation were discussed:

- Dynamic Shear (Afera): presented as a compromise method based on member-company practices, intended for open adoption and supported by multiple round-robin series.

- High Speed Unwind (PSTC): discussed with proposed speeds of 50 m/min (harnessing tape) and 100 m/min (packaging tape), alongside calls for evidence-based parameter selection.

## 5) Driving real-world adoption

A recurring theme was that harmonised methods only deliver value if they are used. Delegates recommended stronger promotion of GTF methods in product literature, supported by each association's marketing structures.

The GTMC Meeting also covered practical co-ordination on administration, including responsibilities linked to maintaining and supporting the GTF's shared digital resources.

## Global Tape Forum (GTF): market intelligence, regulation tracking and collective growth

Chaired by CATIA Secretary General Michael Yang, the GTF Meeting followed on 24 April (14:00–18:00). It brought together the partner associations (Afera, CATIA, JATMA, PSTC and TAAT) to exchange high-level production and market information, share regulatory developments and discuss initiatives to support demand growth in the global tape industry.

### Attendance and format

In addition to the core association delegates, the Meeting ran as an open session with significant observer participation, reflecting wide interest across the value chain.

#### 1) Shared objectives and improved access to resources

Delegates revisited GTF objectives (harmonised test methods, regulatory trend tracking, comparable production categories and an open calendar of educational events) and discussed practical improvements to the GTF website, including making key documents easier to download.

#### 2) Keeping the door open to future member associations

The group discussed possible expansion beyond the current five associations, with India and South America raised as potential regions. The consensus was to remain open to relevant future member associations, while keeping the focus clearly tape-related.

#### 3) Leadership and next host location confirmed

GTF members nominated and accepted Kensei Takahashi (JATMA) as chairman for the 2024–2026 term. The next in-person Meetings were confirmed for 17–19 November 2026 in Tokyo, hosted by JATMA at Hamamatsucho Convention Hall.

#### 4) Funding the basics: website, cybersecurity and continuity

With increased website, domain and cybersecurity maintenance costs discussed, members agreed that each association would deposit USD 3,000 by end-June 2024 to replenish the shared fund.

## **5) Market and regulatory overviews: shared challenges, regional nuance**

A central block was devoted to market trends and environmental, health and safety regulation updates from each region. Common themes included sustainability expectations, evolving packaging and waste frameworks, VOC considerations and the need for consistent market intelligence—while acknowledging that regional datasets are based on different criteria and are not always directly comparable.

## **6) Harmonised classification terminology and industry awareness**

Delegates also discussed the challenge of creating harmonised tape classifications and agreed further work is needed around common definitions. To strengthen outward visibility of the industry, the Meeting explored the idea of an International Adhesive Tape Day, emphasising that any campaign should be grounded in customer relevance and tangible industry activities.

### **Looking ahead: from alignment to execution**

Across both Meetings, the same message surfaced repeatedly: The industry benefits most when agreements translate into action—whether that is adopting harmonised test methods in product documentation, improving transparency and access to shared resources, or developing common language for classifications and sustainability expectations.

With Tokyo confirmed as the next host location in November 2026, the GTF and GTMC left Shanghai with clear near-term deliverables (including ISO 29862 feedback and shared-fund contributions) and a strengthened platform for continued collaboration across the global adhesive tape value chain.

### **Next Meetings**

The GTF and GTMC's 8th set of Meetings will be hosted by JATMA at Hamamatsucho Convention Hall in Tokyo, Japan, 17–19 November 2026. In the interim, a “pre-Meeting” of the GTF and GTMC will be held virtually on 8 January 2026.

For more information, visit the Global Tape Forum website at [www.globaltapeforum.com](http://www.globaltapeforum.com) or contact Astrid Lejeune, GTF Secretariat, via [www.globaltapeforum.com/contact](http://www.globaltapeforum.com/contact).