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## FEICA continues to attract record numbers of industry professionals

**Once again, the FEICA European Adhesive & Sealant Conference and EXPO, held this year in Portugal, was a resounding success**

Year-on-year, FEICA manages to attract record numbers of industry professionals to discuss market drivers, innovation, sustainability, new technical trends, and other important topics. For the adhesive and sealant industry. This year was no exception, with 500 delegates from more than 30 countries attending this year's event in Vilamoura, Portugal, from 9 to 11 September 2015.

Luc Lallier, Carbonates EMEA Business Development Manager, Imerys Carbonates France, said "This is the most relevant event for connecting with the key players in the adhesive and sealant industry in Europe, and to fuel next year's innovations!"

### Changing Industries - Future Focus

The theme of this year's conference's plenary session was "Changing Industries - Future Focus", and it was kicked off by two excellent keynote speakers – Kai Bandilla, Managing Partner at Simon-Kucher & Partners, and Jim Lawless, acknowledged expert on change and team motivation.



*Kai Bandilla, Simon-Kucher & Partners*



*Jim Lawless, Taming Tigers*





## Business Forum | Changing Industries - Future Focus



### Developing Pricing Strategies

Kai Bandilla shared the challenges ahead for value and price management. Many companies in the adhesive and sealant sector see innovation as the best way out of the price war they find themselves in. However, more often than not, new products do not meet their profit target. Through case studies and practical examples of price modelling, Kai explored practical tools for developing pricing strategies.

### Never, never give up!

Jim Lawless described how, whilst giving a motivational speech he was asked by a delegate, "What have you ever done that's exceptional?" The person challenged him to undertake horse race jockey training and take part in a race. Jim described how he succeeded in this challenge, overcoming the powerful personal fears of the unknown, which he calls "taming the tigers". The most remarkable feature of Jim's presentation was when he man-

aged to get virtually all delegates on their, bent over pretending to be jockeys. He also described how he was then prompted to attempt to break the British free diving record, and went on to succeed. The serious point of Jim's presentation was to explain some of his rules for "taming tigers". Jim's final message to the audience was, "Never, never give up!" His presentation was greatly appreciated by the audience.

### Business Forum CEO Keynotes

The session continued with a forum featuring four industry leaders – **Bob Adams**, Chairman and Managing Director Beardow Adams Group, **João Pedro Koehler**, CEO Colquimica Group, **Klaus Kullman**, Managing Director Jowat SE and **Jaroslav Michniuk**, President and CEO SELENA FM SA.

They each discussed the future of the industry, including Innovation, sustainability and Europe's challenges in the global marketplace from the point of view of their

particular organisation.

**Bob Adams**, Chairman and Managing Director at Beardow Adams Group, introduced the company, explaining its history and growth. He then focused on R&D and innovation in support, which are key for the company's sales strategy.



Bob Adams, Beardow Adams Group (left) and João Pedro Koehler, Colquimica Group (right)

**João Pedro Koehler** explored the hot melt innovation process, and focused in particular on speed to adapt to market changes, describing how the empowerment of staff helped Colquimica's culture of innovation, which includes collaboration with suppliers, customers and universities.





## Business Forum | Changing Industries - Future Focus

**Klaus Kullman** presented Jowat's views in 'Thinking differently for bonding in changing industries'. Klaus explored the advantages of being an SME, such as corporate agility, focus, market proximity, and brand-building capabilities in focused industries. He went on to discuss how to think different in terms of your innovation strategy, which includes joint efforts with customers and solution partners, as well as cross-industry thinking and teamwork in development. In this context, Klaus described Jowat's competitive position of Jowat as 'big amongst the small, small amongst the big'.



Klaus Kullman, Jowat SE (left) and Jaroslaw Michniuk, Selena FM (right)

« EU regulation should support EU competitiveness, not destroy it. »

**Jaroslaw Michniuk** presented a look into the future from the viewpoint of Selena, a medium-sized European company focused on the building and construction industry. He started by looking at the "sandwich problem", referring to the way in which medium-sized European companies find themselves in the value chain caught between heavy-weight global players. Then Jaroslaw explored innovation versus commoditisation. Acknowledging that the other presentations had focused on innovation, he remarked that much of the product portfolio had become commoditised and that more focus on pricing was urgently required. Next he explored the business climate in Europe and described the "hunter versus prey" syndrome, noting

that medium-sized companies should get bigger or stay in their niche. Jaroslaw's candid approach was particularly appreciated when he focused on the impact of competition from outside Europe, where safety, health and environmental standards can be significantly below those in Europe, while companies in Europe struggle with a sizeable regulatory burden. "EU regulation should support EU competitiveness, not destroy it", he said.

Subsequently, the two keynote speakers joined the four industry leaders for a panel discussion, fielding questions from the delegates.



### What people had to say

"FEICA 2015 was a great opportunity to meet our customers and discuss our latest breakthroughs in the industry face-to-face. This event simply can't be missed if we want to make joint progress regarding innovation" - Gonzalo Löwenberg, Global R&D Manager Applications & Technical Service, Lubrizol

"FEICA 2015 was highly attended, with inspiring lectures and an impeccable organisation! I thought it was an unforgettable Conference!" - João Pedro Koehler, CEO Colquimica, Portugal

"Cardolite had many opportunities to meet potential customers through this event. Having a booth exceeded our expectations." - Dr Yun Mi Kim, Technical Marketing Manager, Cardolite Corporation, U.S.A.

"It was great to share our newest innovations with the key players of our industry." - Dr Alain Zahn, Department Manager, Sika Technology AG, Switzerland





## The 2015 Break Out Sessions

### The FEICA Formula

One delegate expressed his enthusiasm for what he referred to as the "FEICA FORMULA". He explained that each year he looked as much forward to the motivational plenary session as to the "highly informative seminars" that followed.

We think we were true to that formula once again. The wide range of topics for 2015 ranged from game changing innovations for SMEs to how to reboot your business by reducing risk and accelerating growth in new applications.



**Many of you who filled in the survey commented specifically on the Break Out Sessions. Please read below some of the quotes:**

"I loved the seminars on bio-based materials. Again next year please!"

"Wolfgang Hormuth thinks out of the box and was very charismatic. He presented a clear statement about the future of SMEs in Europe."

"Even more on Hot Melts would be great!"

"I would like even more presentations on regulation as these are excellent."



Desmond Waight, DanGoods Training and Consultancy Ltd., 'Transport regulation of dangerous adhesive and sealant goods' in Break Out Session XI - Product Stewardship & Regulatory Challenges.



Wolfgang Hormuth, Klebchemie M.G. Becker GmbH & Co. KG, 'True Innovation, creating markets' in Break Out Session I - Adhesives & Sealants Markets.

### Winner of a complimentary registration to FEICA 2016 in Vienna, Austria

Everyone who completed the conference feedback survey in Vilamoura was entered into a draw to win a complimentary registration for next year's event. We are happy to announce that **Mr Hans-Gerd Glöck** from **Bluestar Silicones** is this year's winner of the **FREE registration** for the **2016 FEICA European Adhesive & Sealant Conference and EXPO in Austria**. Congratulations Hans-Gerd and see you in Vienna!

### FEICA 2015 in numbers





## The delegates' viewpoint

During the event, we interviewed a cross-section of delegates to get their opinions. Here's what they had to say:

### **Francoise Van Tiggelen, Secretary General, DETIC**

First of all I would like to congratulate the organisers – it is really very easy to meet people here, which is the main reason for me coming – networking, obviously, but also to get some general information on the market and how the industry is doing. Working for an association means that we are close to our members, but from time to time, it is useful to dig a little deeper, and the FEICA conferences are ideal for that.

The event is very coherent, just like all other FEICA events and seminars, which are always very well attended. The only thing I regret is that not more business people attend the excellent FEICA Seminar presentations, which are for members only. Businesses would benefit from this knowledge tremendously and it would give them an opportunity to look even further ahead.



### **Carolyn Bazzini, Communications Manager, Dow Elastomers Group**

The FEICA Conference brings a lot of benefits. This year, there was an excellent turn-out once again. The level of participants is again very high – clearly senior decision-makers. Plus all of our customers are here, so it's a fantastic opportunity for us to be in front of our customers, network with other companies and engage with key industry decision-makers.



### **Martin Britton, Technical Sales Manager, ACI Group**

This is my first FEICA Conference and the benefits I see are in the contacts I have made, which have been quite useful, although probably at a higher level than I need. However, the information will be passed on to the appropriate people. I am overall impressed with the conference and content! I think the Gecko's Den could be done better, and maybe you could do more interactive presentations.

### **THANK YOU!**

FEICA would like to thank all of you who joined us in Vilamoura and helped make it such a success.

We would also like to express our gratitude to the members of the FEICA Executive Board and the European Technical Board for their continued support and dedication, and to the National Association Presidents and Secretaries.

Strong praise goes to the Technical Working Group members for all their efforts made for the benefit of the adhesive and sealant industry.

A big thank you to all delegates, sponsors, exhibitors, speakers and moderators of FEICA 2015.



FEICA has taken all comments on board and has added them to the discussions about Vienna 2016.





(continued from page 5) FEICA 2015 European Adhesive & Sealant Conference and EXPO

## FEICA CONFERENCE & EXPO PICTURE GALLERY



**“The success of FEICA 2015 once more consolidated the conference’s position as the premier event for Europe’s adhesive & sealant industry.” - Phil Derby (Bostik), President of FEICA (2013-2015)**

Watch the **VIDEOCLIP** of the  
 FEICA 2015 European Adhesive & Sealant Conference and EXPO  
<http://www.feica-conferences.com/the-conference/media-gallery/2015-video/>





# Regulatory Affairs - A business perspective

FEICA Seminar Review | 9 September 2015

## Supporting your business

Prior to the conference, FEICA members and the members of the national associations got the opportunity to get a fresh perspective on regulatory affairs and a better understanding of the value that the support provided by FEICA's Technical Working Groups and the advocacy activities of FEICA itself bring to the businesses. The members-only FEICA Seminar, titled "Regulatory Affairs - A business perspective", was very well attended by more than 70 business professionals drawn from FEICA members. **Eva Griebbach** (Dow Corning), Chair of the FEICA European Technical Board, opened the Seminar.



Dr Eva Griebbach (Dow Corning), Chair of the FEICA European Technical Board

In 'Packaging adhesives - a sector gaining confidence', **Alexandra Roß** (H.B. Fuller and Chair of FEICA's Paper & Packaging TWG) explored the challenges our industry faces and how the Paper & Packaging Technical Working

Group is supporting the members, for example with the publication of the Good Manufacturing Guidance (GMP) guide for food contact adhesives.



Alexandra Roß (H.B. Fuller), Chair of FEICA's Paper & Packaging TWG

Food safety is a priority on which FEICA continues to work. Alexandra explained the importance of migration testing guidance for adhesives, a project that is being undertaken in co-operation with several other European associations representing non-plastic food contact material materials each one working on guidance specific to their sector.



Torsten Funk (Sika Services), Member of FEICA's Exposure Scenarios TTF

**Torsten Funk** (Sika Services and member of the FEICA Exposure Scenarios TTF) alerted the members to the impact of REACH on their business. In 'Have you REACHED to manage your business risk' he used some example substances to demonstrate why it is important for a company to be aware of upcoming regulatory changes as early as possible. FEICA's network includes different stakeholders to ensure- that our members are informed in a timely fashion and that joint actions with partner organisations can be taken. In his conclusions, Torsten stressed the importance of following the regulatory process and engaging with FEICA at an early stage, as well as looking out for business opportunities that allow safer alternatives.



Jana Cohrs, FEICA Regulatory Affairs Manager

**Jana Cohrs** (FEICA Regulatory Affairs Manager) introduced 'The role of a European Association in standardisation'. For many companies standardisation is a com-





(continued from page 7) *Regulatory Affairs - A business perspective*

plex issue consuming plenty of resources to get a thorough understanding. Although standardisation is being conducted at a national level, there is a role to play for FEICA as a platform to disseminate information and coordination of cross-country topics of relevance to the industry. Professionals and FEICA national associations involved in standardisation issues can join the FEICA online Standardisation Platform to advertise their work, ask for help or connect with other experts.

**Luc Thys** (Soudal and Chair of FEICA's One-Component Foam TWG) closed the seminar with an entertaining display of FEICA initiatives in **"Industry-owned standards – creating a level playing field"**. Many regulations overlook the particular position of adhesives and sealants simply because

authorities are not aware of the characteristics of our industry: many products that are marketed in reactive form, a high number of end-users and many different applications, and a relatively small consumption of a high number of substances and mixtures used. That's where FEICA assists the industry.



Luc Thys, Chair of FEICA's One-Component Foam TWG

Luc highlighted three cases where FEICA industry standards help create a level playing field: Gloves for MDI (when using polyurethanes), External Thermal Insulation Composite Systems (ETICS) and Monomeric Isocyanate Measurement (MIM).

rethanes), External Thermal Insulation Composite Systems (ETICS) and Monomeric Isocyanate Measurement (MIM).

### MEMBERS ONLY!

**FEICA members and the members of our national associations are invited to mark their calendar's and join next year's FEICA Seminar "Regulatory Affairs -A business perspective" in Vienna, Austria on 7 September 2016**



**2016 Vienna, Austria**

# FEICA European Adhesive & Sealant Conference and EXPO 2016

**7-9 September 2016**

Hilton Vienna Am Stadtpark, Austria

**SAVE THE DATE**





## FEICA Seminar Review | EU Model Environmental Product Declarations (EPDs) - Because less is more

On 15 October 2015, FEICA organised a seminar explaining the benefits of its EU Model Environmental Product Declarations (EPDs).

**LESS COSTS, LESS BURDEN,  
MORE PRODUCTS COVERED**

15 OCTOBER 2015 BRUSSELS 10.30 - 14.00

An audience of some 60 professionals from the adhesive and sealant industry, supply chain partners, related industries, EPD programme operators and legislators attended. They heard a range of expert speakers describe how FEICA's EU Model EPDs could help ensure that there is a wider range of products with verified environmental impact data available on the market for customers to choose from, while

**The proceedings are available to download at:**

[www.feica.eu/ehs-sustainability/epd/feica-seminar-15-october-2015](http://www.feica.eu/ehs-sustainability/epd/feica-seminar-15-october-2015)

reducing the costs and burden for manufacturers to collect the respective data and create EPDs for single products and applications.

The seminar covered the following topics:

**Why do we need EU Model EPDs?** Dr Heinz-Werner Lucas, FEICA

**Developing FEICA's EU Model EPDs**, Johannes Kreißig, VP President Building & Construction, thinkstep

**Industry Experience with Model EPDs**, Mark Schneider, Head Global Product Sustainability, Sika Services AG

**EPDs in the European and International Markets**, Dr Eva Schmincke, Convenor of WG1, ECO Platform  
**EPDs in the Belgian and European regulatory context**, Dieter De Lathauwer, Construction products: environment & indoor air, Belgian Federal Public Service of Public Health

**First set of FEICA EU Model EPDs now available**

At the end of the seminar, Frank Grootens of the Institut Bauen und Umwelt (IBU); Germany's Institute for Construction and the Environment), which is the EPD programme operator that verified the FEICA EU Model EPDs, officially handed over the first set of FEICA EU Models EPDs for the adhesive and sealant building and construction industry, covering reactive resins based on polyurethane.

Other technologies (epoxies, dispersions, sealants, etc.) will follow in the coming weeks.

**EU Model EPDs are now available to download at the FEICA website:**

[www.feica.eu/ehs-sustainability/epd](http://www.feica.eu/ehs-sustainability/epd)



From left to right: Dieter De Lathauwer, Mark Schneider, Dr Eva Schmincke, Frank Grootens, Johannes Kreißig, Heinz Werner Lucas, Jana Cohrs, Martin Glöckner (VCI) and Klaus Winkels (IVK/GEV)





# FEICA Members Only | REACH Exposure Scenarios Info Day

REACH 2018 - Improved supply chain communication

## FEICA Members REACH Info Day EXPOSURE SCENARIOS

4 NOVEMBER 2015 BRUSSELS 10:30 – 15:30

REACH 2018 - Improved supply chain communication



Members only  
Register now

In the context of the next REACH registration deadline (CSR/ES roadmap), FEICA is organising a seminar to present to members the various 'FEICA packages' that are being developed for improving the communication of the safe use and conditions of use of mixtures within the supply chain.

**As formulators, you need to know how to tackle your mixtures!**

With the REACH 2018 registration deadline approaching rapidly, FEICA is organising this REACH Info Day to explain the tools, fact sheets and guidance that we have developed specifically for the adhesive and sealant sector to help our members comply with the REACH chemical safety assessments.

This event is free of charge and for members only.

**If you are an adhesive or sealant producer, or if you are a National Association wanting to help your members, this event is not to be missed.**

The FEICA REACH Info Day takes place at the DIAMANT building in Brussels, on **4 November 2015**.

**Register now:**

<http://feica.events.idloom.com/Reach-Info-Day>

### Get ready for the last registration deadline

**All chemical substances produced or imported in the European Economic Area between 1 and 100 tonnes a year need to be registered by 31 May 2018 with ECHA.**

This is the last deadline for existing chemicals under the REACH Regulation. It will complete the gathering of data

on substances manufactured or used in Europe, and will ultimately improve human health and the environment.

**Make sure you know your obligations and identify your role in the supply chain.**

<http://echa.europa.eu/support/getting-started/user-of-chemicals>



ECHA has launched a website dedicated to the 2018 registration deadline, offering essential information in multiple European languages.

More info here:

<http://echa.europa.eu/reach-2018>





## FEICA publishes the European Adhesive & Sealant Industry Facts & Figures 2014

Although adhesives and sealants play an essential role in a huge range of consumer and industrial products, they are largely invisible once applied.

As a result, there is little awareness of the adhesive and sealant industry and the benefits it brings outside the industry itself. The aim of FEICA's 2014 Facts & Figures brochure is to provide a concise overview of the European adhesive and sealant industry.

This brochure brings together key facts and figures about the industry in Europe in a concise, univer-

sally available format for the first time. It includes sales figures, production, R&D and employment. It reveals that our specialty chemical sector, which represents about 2% of the total European chemical industry's turnover, contributes more than 13 billion euros to the EU economy and employs more than 41,000 people.

You can download our industry's Facts & Figures at the FEICA website:

[www.feica.eu/library/feica-publication](http://www.feica.eu/library/feica-publication)

Would you prefer a print copy? Send an email to the FEICA Secretariat at [info@feica.eu](mailto:info@feica.eu) indicating the number of copies you would like to receive.



### French BPA ban partially lifted

**French Constitutional Court removes ban on manufacture and export of BPA-containing food contact materials (FCMs)**

**Ban remains valid for French market**

As of January 2015, France put into effect a ban on the use of BPA in all food packaging under a law passed in 2010.

On 17 June 2015, the French State Council forwarded a priority question of constitutionality (QPC) of Plastics Europe to the French Constitutional Council with regard to the suspension of the manufacture, import, export

and placing on the market of BPA-based food packaging and objects coming into contact with food.

On 17 September last, the Constitutional Council recognised that the suspension of the manufacture and export were unconstitutional. The French Constitutional Court has now decided to lift the ban on the manufacture and export of BPA-containing FCMs because it posed an **'unjustifiable restriction of trade'**.

However, at a national level, the law, and thus the ban of BPA-containing FCMs on the French market, remains valid.





## Industry committed to the safe use of its diisocyanates

On 7 October 2015, ECHA registered the intention of the German Federal Institute for Occupational Safety and Health (BAuA) to propose a risk-based measure under the REACH regulation for the industrial and professional use of diisocyanates. This is reported on the website of the European Chemicals Agency (ECHA).

The measures will focus on integrating a training and certification scheme defining conditions for the safe handling of the sub-

stances. The training programmes will be based on the existing regulations as well as the longstanding voluntary initiatives of the industry.

**FEICA and several other trade associations representing the industrial and professional downstream users of diisocyanates at European and national level are strongly committed to the safe use of diisocyanates and safety in the workplace.**

The industry has successfully run a number of product stewardship initiatives for

many years focused on educating stakeholders about the safe use of diisocyanates.

The industry is actively participating in the upcoming process with BAuA and all other REACH competent authorities in Europe. The subsequent legislative process on the EU level will typically last two to three years before regulation comes into force.

The full [cross-sector statement](#) is available for download on FEICA's website.

## New FEICA European Executive Board elected

At the FEICA General Assembly, held on 9 September 2015 in Vilamoura, the FEICA European Executive Board (EEB) was elected with a two-year mandate. The FEICA EEB is the governance body, composed of representatives of the National Associations Members (NAMs) and Direct Company Members (DCMs), the Chair of the European Technical Board, the President, Vice President, Treasurer and Secretary General. Congratulations! We thank you all for your commitment to steer FEICA for the next two years.

### FEICA European Executive Board 2015 - 2017



Left to right (bottom): Bernard Ghyoot, FEICA Secretary General OC | Dr Boris Tasche (Henkel), IVK NAM Representative | Ester Baiget (Dow), FEICA Vice President | Dr Roberto Leoni (Mapei), AVISA NAM Representative | Dr Eva Griessbach (Dow Corning), European Technical Board Chair | Phil Derby (Bostik)

Top: Rob Uytendewilgen (Bolton Adhesives) | Eric Dehasque (Sika), FEICA Treasurer | Steve Kenny (H.B. Fuller), FEICA President | James Igoe (F. Ball & Co), BASA NAM Representative.

Not in picture: Jean-Marc Barki (Sealock Colles Industrielles), AFICAM NAM Representative





## Welcome & Farewell

On 9 September 2015 at the FEICA General Assembly, Mr Steve Kenny (H.B. Fuller) was elected President of FEICA, Ms Ester Baiget (Dow) Vice President and Mr Eric Dehasque (Sika) as Treasurer.

FEICA wishes to express its gratitude to Phil Derby (Bostik) for his leadership and commitment during his two-years Presidency, and to Will Barclay for his wisdom and engagement as Treasurer.



*Steve Kenny (H.B. Fuller), President of FEICA and Ester Baiget (DOW), Vice President of FEICA*

**FEICA CONNECT** is the quarterly newsletter for FEICA Members.

The next issue will be published in January 2015.

Please send any pertinent information to be considered for our January issue before 1 December 2015 to [info@feica.eu](mailto:info@feica.eu)

Kindly note that FEICA Connect is published four times a year; in January, May, June (Special Conference Issue) and in October.



### NEW FEICA MEMBER



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