



# Fall Member Business Meeting

November 9-11, 2021 • Bonita Springs, Florida



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**Lars Kilian, Ph.D.**

Ashland

*Education Committee*



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# Education Committee Update

Lars Kilian

# Committee Members (Joined in 2020 & 2021)

Lars Kilian (Chair)

Ashland

Aboud Mamish

Consultant

John Connelly

Worthen Industries

Andreas Meier

tesa

Dave Keeley

Dow

Dave McCann

Chemsultants

Roopram Ramharack

Consultant

Asghar Peera

Dow

Steve Schroff

Mactac

Tim Mitchell

Dow

Shawn Cook

Mayzo

## Advisors:

John Poulton      American Biltrite

Michael Tumey      PSTC Technical Advisor



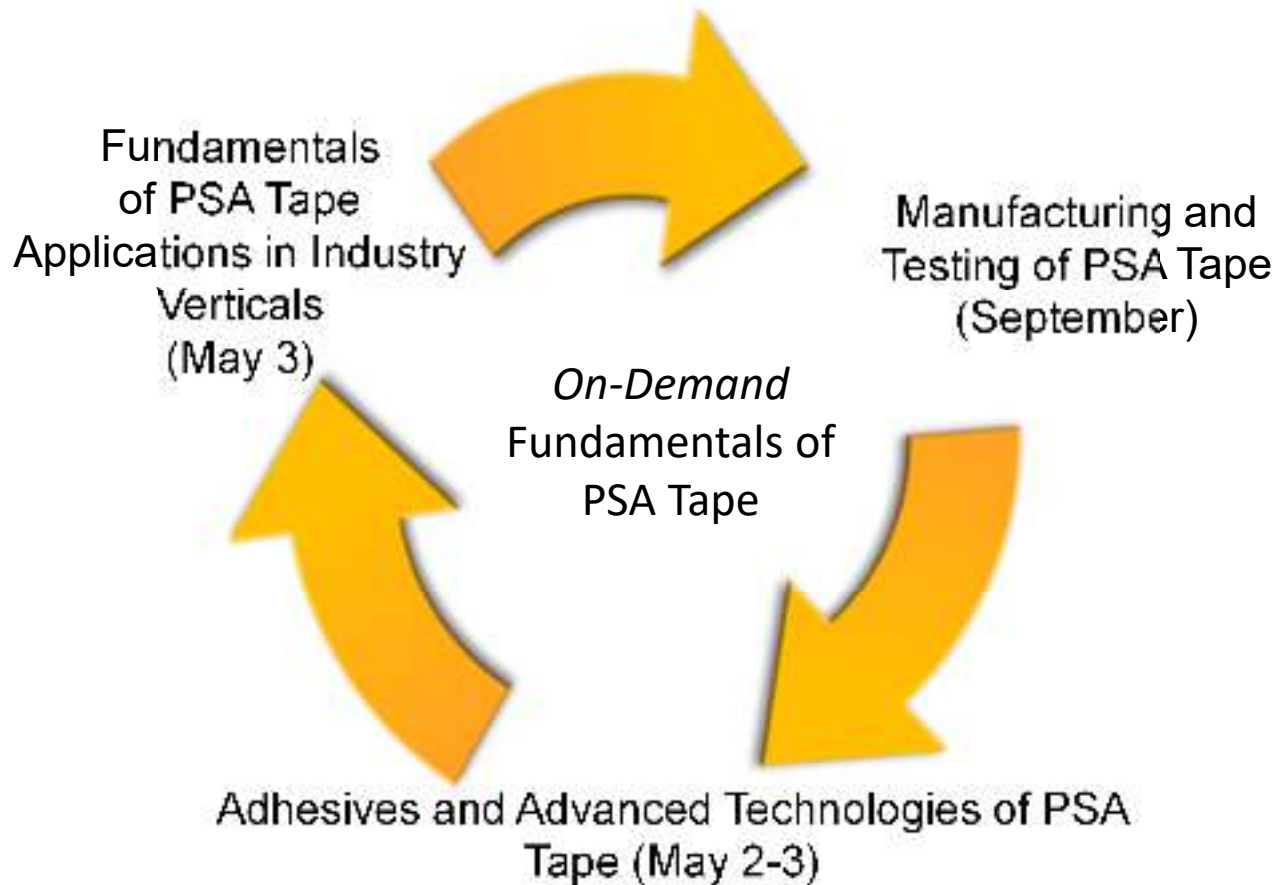
# Committee Highlights



- Added five new members to committee
- Developed & launched *On-Demand version of* Fundamentals of PSA Tape
- Developed replacement course for in-person Fundamentals class:
  - Building & Construction modules
  - Transportation modules
  - Revamped Fundamentals modules into two introductory sessions
  - Course initially designed as online offering but will be held during Tape Week



# Course Schedule for 2022



- Debut new Fundamentals course during Tape Week, featuring all-new B&C and Transportation modules
- Updated Advanced and Manufacturing courses
- On-Demand Fundamentals course available throughout the year

Call for New Members:  
Please contact PSTC if interested





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## Mark Hawes

Shurtape Technologies, LLC

*EH&S Committee Chair*





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# Environmental, Health and Safety Committee

Fall 2021 Update  
Mark Hawes, Chair

# EH&S Committee Activities



- Regulatory /Advocacy
- EPA MACT & Related Requirements
  - Risk and Technology Review
  - Liaison with EPA & other experts
- California Proposition 65 Guidance Document support
- Continued Monitoring and Reporting on Relevant EHS Regulatory Activity

# Safety & Health

## COVID-19 Vaccination-OSHA's Emergency Temporary Standard (ETS)

OSHA Emergency Temporary Standard– Published 5 November 2021

- 1910.500 (Subpart U)
- Two Choices – Mandate Vax or Test
- Effective employers with 100 or more employees
  - “OSHA Finds it necessary to Strongly Encourage Vaccination”  
Impact > 80 million private sector workers
- Unvaccinated – Test Weekly – Report to Employer
  - Employer manages Records
    - Employee can bare cost of test
      - PTO for vaccine and recovery
        - NO PTO required for removal from Work Place
          - Must Wear Face Mask when in doors or riding in car
            - Defines minimal accepted facemasks
- Compliance by 6 December 2021 – This means you have to have a written plan in place
- Start Testing no later than 4 January 2022 - Unvaccinated
- <https://www.osha.gov/coronavirus/ets2> - Lots of Good Information Here



# Safety & Health

## COVID-19 Vaccination-OSHA's Emergency Temporary Standard (ETS)

OSHA Emergency Temporary Standard– Published 5 November 2021



- OSH Act gives OSHA up to six months without going through the normal review and comment process of rulemaking. - Will it be allowed to lapse
  - States required to implement equally protective rules within 30 days of promulgation.
  - Bill proposes to modify the 1970 OSH Act by increasing OSHA penalties for “willful,” “repeated,” and “failure-to-abate” violations from \$136,532 to a maximum of \$700,000. Minimum penalties for such violations would increase from \$9,753 to \$50,000. Penalties for “serious” violations would increase from a current maximum of \$13,653 to \$70,000.
  - Note: Prior Administration provided for OSHA to classify as Work Place Illness
  - Note: Current Administration was able to leverage the Work Place Illness to develop the ETS
  - NOTE: As of 8 November US Court of Appeals for the 5<sup>th</sup> Circuit Stay in place – Likely applies Nationwide – may have more clarity by the time of the presentation
- <https://www.osha.gov/coronavirus/ets2> - Lots of Good Information Here



# Environmental Topics

## Waters of the United States (WOTUS)

### Rulemaking



- New administration – going back to 2015 rule, expand definition of what is included.
  - 2015: The two federal district courts that reviewed the merits of the 2015 Clean Water Rule found that the rule suffered from certain errors and issued orders remanding the 2015 Clean Water Rule back to the agencies
    - More than half of the states continued to implement the 1980s regulations
  - 2019: The 2015 Clean Water Rule was repealed by the 2019 Rule, which reinstated the 1980s regulations
  - 2020: The agencies replaced the 2019 Rule with the Navigable Waters Protection Rule
  - CURRENT: Halt of implementation of the Navigable Waters Protection Rule; EPA and Department of the Army announced their intent to initiate a new rulemaking process that restores the protections in place prior to the 2015 WOTUS implementation and develops a new rule to establish a durable definition of “waters of the United States.”

<https://www.epa.gov/wotus/about-waters-united-states>

<https://www.jdsupra.com/legalnews/wotus-repeal-step-one-90748/>

# Environmental continued Forever Chemicals

## Per- and Polyfluoroalkyl sulfonates (PFAS)



- October 18, 2021: EPA Administrator announced the agency's PFAS Strategic Roadmap—laying out a whole-of-agency approach to addressing PFAS. Focus:
  - Research – *investment* in R&D and innovation to understand PFAS
  - Restrict – Prevent PFAS levels that adversely impact health and the environment from entering air, land and water
  - Remediate – broaden and acceleration cleanup of PFAS
- Consideration for Classification as Hazardous Waste – Watch this
- EPA s established the health advisory levels: 70 parts per trillion
- GenX Compounds: 0.3 micrograms/day in water

<https://www.epa.gov/pfas/pfas-strategic-roadmap-epas-commitments-action-2021-2024>

# Environmental continued Forever Chemicals

## 1,4 Dioxane

*Water monitoring data collected in 2010–15 show that more than 7 million people in the US across 27 states had utility-supplied tap water that had detectable 1,4-dioxane, according to the Environmental Working Group. The problem of 1,4-dioxane pollution isn't unique to the US. However, the US situation reveals a number of regulatory barriers. There is no federal limit on 1,4-dioxane in drinking water. – Water Education Foundation*

found 1,4-dioxane in more than 80% of cleaning and personal care products tested, including laundry detergents, baby products, shampoos, body washes, and lotions.

Citizens Campaign for the Environment

- NJ & NC adopting new Surface water standards
- EPA may issue additional actions in the coming months based upon December 2020 TSCA Risk Assessment
- Is listed by EPA as an Emerging Contaminant and will see additional actions after PFAS – most likely Federal Drinking Water Standard



# Environmental continued Environmental Justice (EJ) Laws



- Give regulators and communities new tools to mitigate negative environmental impacts that have historically and disproportionately affected minority and low-income communities.

➤ EPA issued Executive Order 12898 directs federal agencies to develop EJ strategies to address disproportionately high and adverse human health or environmental effects of their programs on minority and low-income populations

➤ State EJ laws, examples:

- NJ: Enhances scrutiny if expanding
- NC: sanctioned council by DEQ, no corporate/industrial representation; inconsistency (wood industry); EJ played role in gas pipeline shutdown



<https://www.epa.gov/environmentaljustice/learn-about-environmental-justice>

<https://news.bloomberglaw.com/bloomberg-law-analysis/analysis-state-laws-are-codifying-environmental-justice>



# Environmental continued...

## Climate



- President Biden: United States to achieve a 50-52 percent reduction from 2005 levels in economy-wide net greenhouse gas pollution in 2030 EPA s established the health advisory levels of 70 parts per trillion
  - To avoid experiencing the worst impacts of climate change, the nations of the world must stop average global temperatures from rising more than 1.5 degrees Celsius (2.7 degrees Fahrenheit) compared to pre-industrial levels.
  - Whole-of-government process, organized through his National Climate Task Force, to establish this new 2030 emissions target
  - Ensure the U.S. achieves a 100% clean energy economy and reaches net-zero emissions no later than 2050.

<https://www.whitehouse.gov/briefing-room/statements-releases/2021/04/22/fact-sheet-president-biden-sets-2030-greenhouse-gas-pollution-reduction-target-aimed-at-creating-good-paying-union-jobs-and-securing-u-s-leadership-on-clean-energy-technologies/>

## Environmental continued

### Risk and Technology Review (RTR) of the National Emissions Standards for Hazardous Air Pollutants



- RTR now available, EPA will review all floor level pollutants
  - Ancillary operations will become part of the affected source and maintained under the Paper and Other Web Coating (POWC) requirements rather than Miscellaneous Organic Chemical Manufacturing National Emission Standard(s) for Hazardous Air Pollutants (MON), MOCN and maybe out of the Organic Liquids Distribution (OLD) Categories
  - Subject to best practices, such as closed lids
  - No performance requirements other than best practices
  - Training and verifying procedures

➤ **Reminder – POWC MACT emissions testing required by 2023**

<https://www.epa.gov/stationary-sources-air-pollution/risk-and-technology-review-national-emissions-standards-hazardous>

# Product-Chemical Topics

## TSCA & REACH



- TSCA on PFAS: EPA Significant New Use Rule (SNUR) –
  - at least 90 notification to EPA prior to commencing manufacture (including import) or processing of these chemical substances for certain significant new uses described in the notice,
    - including the import of a subset of long-chain perfluoroalkyl carboxylates (LCPFACs) as part of a surface coating on articles, some exemptions apply.
      - As of 10/25, the EPA Office of Inspector General (OIG) plans to begin an evaluation to determine the extent to which EPA followed applicable policies, procedures, and guidance for changes made the SNUR rule;
- REACH: EU proposed for restriction of use Mid Chain Chlorinated Compounds (MCCP) under REACH, Annex XVII.
  - Annex XVII identifies certain hazardous substances and their corresponding restriction as substances or in mixtures and articles. Restrictions may be specific for a application or type of product. Although these restrictions are specific to marketing and use on the European market, it impacts imported goods.
    - MCCP Uses: flame retardants, plasticizers, lubricants, coolants

<https://www.epa.gov/assessing-and-managing-chemicals-under-tsca/risk-management-and-polyfluoroalkyl-substances-pfas>  
<https://www.natlawreview.com/article/epa-oig-will-evaluate-process-changes-made-to-final-snur-lcpfacs-and-perfluoroalkyl>  
<https://echa.europa.eu/calls-for-comments-and-evidence/-/substance-rev/67101/term>

# Product-Chemical continued California Proposition 65



- Additions 2020/2021:

Chemical	Type of Toxicity	CAS No.	Date Listed
Bisphenol A (BPA)	developmental	80-05-7	18-Dec-20
<b>Cannabis (marijuana) smoke</b>	developmental	---	3-Jan-20
Indium tin oxide	cancer	50926-11-9	19-Mar-21
Molybdenum trioxide	cancer	1313-27-5	19-Mar-21
<b>Δ<sup>9</sup>-Tetrahydrocannabinol (Δ<sup>9</sup>-THC)</b>	developmental		3-Jan-20



- PSTC California Proposition 65 Guidance document to be made available on member section of website.



**Fun Facts - Calif.  
Legalized it -  
Now they 'll  
Label it!!**

<https://oehha.ca.gov/proposition-65/proposition-65-list>





**Thank you!**

**Questions??**



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## Graeme Roan

Synthomer

*PSTC Marketing Committee Chair*



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# Growing the PSTC Brand

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MARKETING UPDATES

# The Team:

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Graeme Roan  
Kelly Patrick  
Kate Layser  
Craig Hirsch  
Eduardo Padilla  
Dean Blockow  
Petra Schaefer  
Steve Flannery  
...and Adam Robertson





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Continuing our multi-year program to:

- Rebrand
- Reposition
- Refresh

In order to better serve our members and the industry



# Event Marketing (B2B) - Paid Media

155,000 ads delivered to targeted attendees of

- Foam Expo
- The Battery Show
- Greenbuild
- Pack Expo
- Label Congress



# Event Marketing (B2B) - Earned & Shared Media



Multiple stories were placed in the ASI magazine and other publications.

Event announcements and other promotional messages were posted on Twitter and LinkedIn.



# PSA Tape Marketing (B2C) / “Tape is Tough” Campaign



**31,523 automotive OEMs** were reached through paid social media ads on LinkedIn, gaining 500 clicks through to our website.

Pressure Sensitive Tape Council (PSTC)  
500 Followers  
Promoted

75% of automotive professionals are looking for a new bonding solution to solve common challenges. Learn how pressure sensitive adhesive tape can help.

**Overcome your toughest bonding challenges.  
CHOOSE PRESSURE SENSITIVE  
ADHESIVE TAPE.**

Discover Your New Preferred Bonding Solution [Learn more](#)

08/20/21

Pressure Sensitive Tape Council (PSTC)  
500 Followers  
Promoted

More OEMs are choosing pressure sensitive adhesive (PSA) tape to overcome their automotive bonding challenges. View these resources to find out why.

**Shift Gears with a Superior  
Bonding Solution:  
CHOOSE PRESSURE SENSITIVE  
ADHESIVE TAPE.**

Discover How PSA Tape is Used in Automotive Design [Learn more](#)

08/20/21

# PSA Tape Marketing (B2C) / “Tape is Tough” Campaign

Regular (organic, non-paid) social media also used in our “Tape is Tough” campaign.

Various resources created



Pressure Sensitive Tape Council (PSTC)  
302 followers  
8mo · 🌐

How is PSA tape used in automotive design and engineering? View our new infographic to find out and learn why more and more automotive industry professionals are choosing this superior bonding method. <https://bit.ly/2O5G9wk>

#PSAtape #pressuresensitiveadhesives #automotiveindustry

**PSA** **SHIFT GEARS WITH A SUPERIOR BONDING SOLUTION**

Discover why PSA is the superior bonding method for automotive OEMs. PSA is the most secure, reliable, and cost-effective bonding method for automotive OEMs. PSA is the most secure, reliable, and cost-effective bonding method for automotive OEMs.

**1 ASSEMBLY**  
PSA is the most secure, reliable, and cost-effective bonding method for automotive OEMs.

**2 MOUNTING**  
PSA is the most secure, reliable, and cost-effective bonding method for automotive OEMs.

**WHY TAPE?**

- ✓ Superior bonding
- ✓ Cost-effective
- ✓ Easy to use
- ✓ No curing
- ✓ No heat
- ✓ No solvents
- ✓ No VOCs
- ✓ No waste
- ✓ No rework

**TAPE IS TOUGH**

Shift Gears with a Superior Bonding Solution  
pstc.org

# Digital Highlights



Social Media  
Followers

**809**

Number of Times Our  
Content Was Seen on  
Social Media

**25,000+**

Website  
Users

**6,638**

Average Time  
People Spend on  
Our Website

**1:44**



# Looking Ahead - Event Marketing

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Paid social media promotion of Tape Week is being planned:

- Asset creation and landing pages for targeted messaging
- Grow awareness of the inaugural event
- Increase attendance
- Focus on specific, new audience segments, including converters
- Prepare PSTC for a possible future shift in focus to expanding membership

**Please like, repost, follow,  
comment etc!**

# Third party trade shows resume



Presence at NAHB International Builders Show in February 2022



# Tape Week: Markets & Applications Track

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Building and expanding on 2019's success

Longer session time - approximately 12 talks

Automotive, building and construction, sustainability, medical, convertor's views and other topics

Confirmed so far:

- Sam Richter - marketing and sales techniques
- Robert Dietz - NAHB economist
- and more



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## Soujanya Muralidhara

Berry Global

*Technical Track Committee Co-Chair*



# Technical Track Vision

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- World leading technical seminar for the pressure sensitive adhesive (PSA) tapes industry leveraging technical presentations with demonstrated commercial and technical value.
- Vision of the Technical Track is to drive the annual PSTC Tape Week into the future with even stronger technical content and delivering value to all attendees.
- For 2022 and beyond, the Technical Track will remain a key part of PSTC Tape Week.





# Technical Track Committee

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## Advisors

- Al Crosby, University of Massachusetts Amherst
- John Poulton, ABI Tape
- Michael Tumey, 3M (Retired)

## Committee Members

- Soujanya Muralidhara, Berry Global (Chair)
- Natalie Delfosse, Henkel (Chair)
- David Keely, Dow (Emeritus Chair)
- Jennifer Feys, Intertape Polymer Group
- Vilas Patel, ABI Tape
- Ken Rauch, Presto Tape
- Ramesh Lhila, 3M
- Katie Davis, Bostik
- Michaela Hofbauer, Eastman



# Technical Track - What's New?

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- Incorporation into greater Tape Week schedule as a parallel track with Markets & Applications
- Removal of 3<sup>rd</sup> day (Friday) session
  - Integrating presentations into a 2-day schedule (Wednesday and Thursday) with **no loss of content**
- Involvement of 4 new committee members in 2019
  - Ken Rauch (Presto Tape)
  - Ramesh Lhila (3M)
  - Katie Davis (Bostik)
  - Michaela Hofbauer (Eastman)



# Technical Track Sessions

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- Technical Track consists of 6 sessions with 3-4 presentations in each and the Innovative Poster Session
  - Talks include both industrial and academic technical topics
- Each session is hosted by one of the committee members
- Leading up to Tape Week –
  - All committee members work on soliciting abstracts
  - Session chairs work with presenters to refine their talks to meet requirements for length, relevancy and most importantly technical content.



# Technical Track and Beyond

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- Increase member and non-member company participation
  - Who should attend?
    - Think beyond Technical Service, Chemists, Engineers... include Regulatory, Supply Chain, Purchasing
  - Why present?
    - Share knowledge
    - Give back to the industry
    - Visibility
    - Professional development opportunity for presenters
- Grow our overall market influence



# Call for Abstracts

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Share your work with us for the opportunity to speak during Tape Week 2022!

Topics for consideration include:

- Advantages of PSA Tapes and areas for growth in comparison to other bonding methods.
- How to communicate benefits of tapes and overcome potential barriers for increased use by professionals in various verticals.
- Upcoming innovations and future marketplace trends.



# Comprehensive Benefits of Tape Week



**Advance** - Further your mission and demonstrate your commitment to the industry at the Exhibitor Showcase.

**Engage** - Strengthen current relationships and cultivate new ones.

**Discover** - Technical Track, Markets and Applications Track

**Influence** - Innovation Poster Session

**Thrive** - Bond with new connections during Tape Week & after

# Tape Week Keynote Speaker

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## Scott Klososky

- Founding partner of digital strategy firm Future Point of View (FPOV)
- Technologist
- Futurist
- Humanist
- Author & Consultant

**PSTC 2022**

Date	Time	Activity
<b>Monday</b>		
2-May	1:00 PM - 4:30 PM	Board Meeting
2-May	12:15 PM - 5:00 PM	Adhesives & Advanced Technology of PSA Tapes Course
2-May	5:00 PM - 6:30 PM	Members Only Reception
<b>Tuesday</b>		
3-May	8:00 AM - 12:00 PM	Adhesives & Advanced Technology of PSA Tapes Course
3-May	8:00 AM - 12:00 PM	New Fundamentals of PSA Tape Course
3-May	12:00 PM - 1:30 PM	Spring Member Luncheon
3-May	12:00 PM - 1:00 PM	Advanced & Fundamental Course Lunch
3-May	1:00 PM - 5:00 PM	Adhesives & Advanced Technology of PSA Tapes Course
3-May	1:00 PM - 5:00 PM	New Fundamentals of PSA Tape Course
3-May	1:30 PM - 4:00 PM	Spring Member Meeting
3-May	4:30 PM - 6:30 PM	Welcome Reception and Innovative Poster Session (Must Be exhibitor to participate)
<b>Wednesday</b>		
4-May	8:00 AM - 9:15 AM	General Session Awards and Keynote Speaker
4-May	9:30 AM - 12:00 PM	Technical Track
4-May	9:30 AM - 12:00 PM	Markets and Applications Track
4-May	12:00 AM - 1:00 PM	General Attendee Luncheon
4-May	1:00 PM - 4:15 PM	Markets and Applications Track
4-May	1:00 PM - 4:15 PM	Technical Track
4-May	4:30 PM - 6:30 PM	Exhibitor Networking Reception
Dinner on your own		
<b>Thursday</b>		
5-May	8:00 AM - 12:00 PM	Technical Track
5-May	8:00 AM - 12:00 PM	Markets and Applications Track
5-May	12:00 PM - 2:30 PM	Exhibitor Showcase Lunch
5-May	3:30 PM - 5:30 PM	Closing Reception
<b>Friday</b>		
N/A		



# TAPE WEEK 2022 SCHEDULE

	General Session
	Technical Track
	Markets and Applications Track
	Exhibitor Functions
	Member Meeting
	Member Only

# Tape Week 2022 and 2023



Hilton Orlando Buena Vista Palace  
Orlando, Florida  
May 2-5, 2022  
May 2023 (Exact date TBD)

# Fall Member Business Meeting 2022

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La Playa Beach & Golf Resort  
Naples, Florida  
November 7-11, 2022



# Member Companies





# Affiliate Member Companies

