



**Be a**



**member**





**be a FINAT member !**

[www.finat.com](http://www.finat.com)



## “Be a FINAT member”

- “Be a FINAT member” is a comprehensive marketing campaign whose objectives are :
  - Increase the number of FINAT members
  - Make all members happy
- The campaign aims at :
  - Highlighting FINAT exclusive services
  - Promoting new activities and occasions for networking and growth
  - Implementing new services and tools that will create an immediate return on investment for members



To learn more: ask for the Campaign extensive and abstract Marketing Plan



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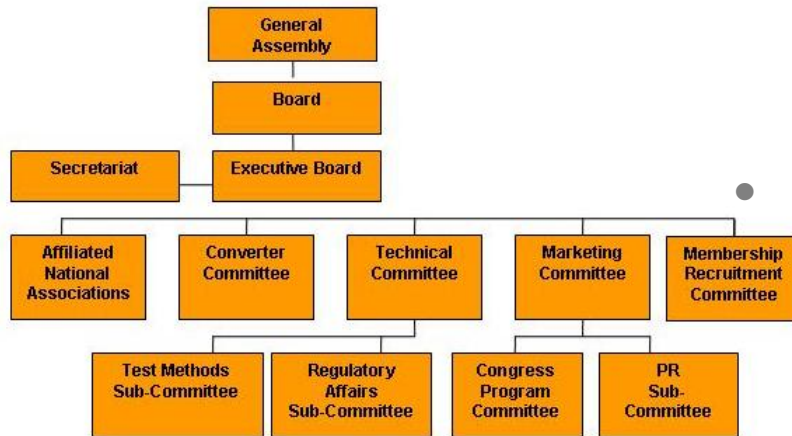
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## About FINAT

- FINAT is the largest worldwide organization in the self-adhesive industry gathering more than 470 members
- FINAT is a deeply structured and well organized Association gathering the most experienced and high-profile managers in the label industry
- FINAT produces exclusive information and creates incomparable networking occasions for its members



“2007 will be a very busy year as we enhance and advance those benefits (..) to enable our members to improve their business opportunities”.  
*(David Harrisson)*





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## FINAT Mission



- Promote the interests of the self-adhesive label industry and pursues the personal and professional growth of its members
- Work for the complete satisfaction of its members
- Promote the change in the relation between the Association and its members to a new, more open, one-to-one approach based on high-level management



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## Target



*The Big  
Countdown*

- 79

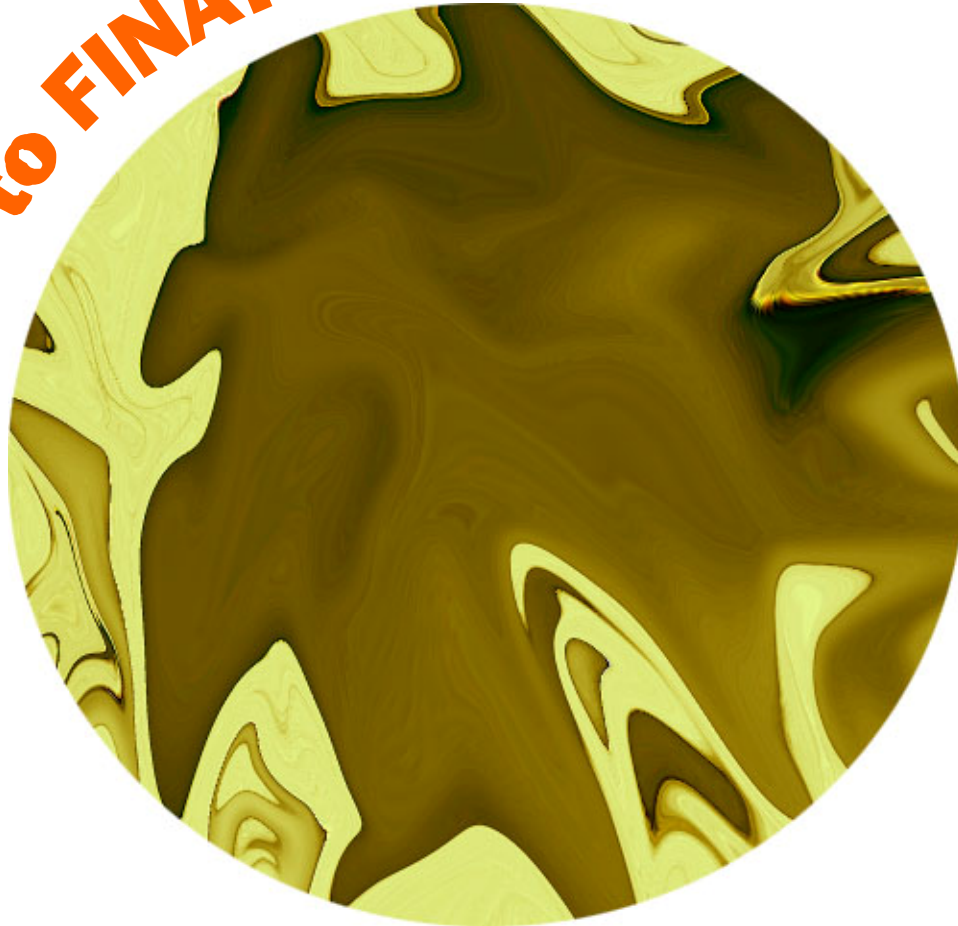
- We're all committed to increase the number of FINAT members
- The goal is to welcome **100 new members** before the end of 2008 (check for *Countdown* and follow-ups on membership on [www.finat.com](http://www.finat.com))

21 new members since the beginning of 2007!!



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**Welcome to FINAT world**



FINAT presentation



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## One to One Communication



FINAT promotes and establishes a direct contact with its members

- Appointed local members
- Multi-language approach
- One-to-one communication with leading experts
- FINAT helps you, advises you, follows and promotes your growth in the label industry



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## Appointed local members for Membership Recruitment



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For help or assistance, contact the FINAT Secretariat:



- Jules Lejeune, Managing Director  
[info@finat.com](mailto:info@finat.com)



- Taco Zevenbergen, Executive Secretary & Events Manager  
[info@finat.com](mailto:info@finat.com)



- Jakovina van Haeringen, Senior Management Assistant  
[info@finat.com](mailto:info@finat.com)



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... or directly, our Membership Recruitment Committee:



Federico d'Annunzio, GIDUE (Chairman)  
[federico@gidue.com](mailto:federico@gidue.com)



Bernhard Grob, Edale  
[bmgrob@edale.co.uk](mailto:bmgrob@edale.co.uk)



Thomas Hagmaier, Hagmaier Etiketten  
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## Networking

FINAT offers the greatest occasions for networking with executive managers, opinion leaders, industry experts, brand owners, colleagues & suppliers in the self-adhesive label industry



Dec. 2006: FINAT/TLMI first India Labelling Exchange

- Peer-to-peer networking
- Events
- International Labelling Competition
- Technical Seminars
- Inter-cultural Label converters Forums & Exchanges



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## What Testimonials say of FINAT:



*"I get a very high profit from FINAT membership – firstly by knowing first-hand of every new development in this industry, and secondly by extensively sharing knowledge and views with colleagues and suppliers".*  
(Peter Lange, President, Lange AG)

*"FINAT is a platform for meeting colleagues and later for working together with friends from different countries on the solution of common problems".*  
(Helmut Schreiner, President, Schreiner Group GmbH & Co KG)

*"One of the positive examples demonstrating the advantages of active engagement into the work of FINAT is a personal experience I had at the FINAT meeting. I found communication at the FINAT meeting to be very open and informative. The international character apparently generates a more positive spirit of common interests and reduces the impact of company-specific limitations. This became particularly clear to me during a conversation I had with an overseas label printer at the last congress, who gave me an extensive explanation of the problems he encountered using a specific printing technology. What however was even more fascinating was that he voluntarily described the ways he had tackled these problems and how had succeeded in optimising the efficiency of that particular technology. This openness and the very positive experiences I had in communicating with individual FINAT members speak for themselves."*  
(Günther Schiller, Etiket Schiller GmbH)



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## FINAT Congress

- Privileged and exclusive information on the self-adhesive label industry
- International high-level and high-profile networking
- The ideal stage for your international promotion and visibility



Warsaw 2006



Berlin 2007



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Winners of 2007  
FINAT Label Awards



## FINAT International Label Competition

- Winners to become members and share FINAT members visibility!
- Press coverage for winners in the most prestigious international magazines
- Winners to participate in the Global Awards Competition

*2007 International Label Competition:*

240 applications received !

23 nations represented !

in 4 main categories

...resulting in 17 Awards and 65 Highly commended certificates that were given during 2007 Congress.



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## Labelexpo 2007



26-29 September, Brussels  
**LABELXPO**  
Europe 2007  
[www.labelexpo-europe.com](http://www.labelexpo-europe.com)



FINAT lounge project



FINAT booth at Labelexpo is the exclusive area for members. Be our guest in the most important event in the industry

- Dedicated FINAT Labelexpo task force to organise the event
- Dedicated e-mailing before the event
- A beautiful FINAT booth to be used for private meetings with your customers
- Welcome kit for new members



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## Visibility

FINAT offers the widest media coverage in the world of self-adhesive label industry

- Worldwide press coverage
- FINAT quarterly magazine
- E-mailings
- "Labelling Vision" newsletter
- Hosted pages on [www.finat.com](http://www.finat.com)





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An end user guide to the world's most versatile & innovative labelling system



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Promoting the interests of the self-adhesive label industry

Paul Jarvis "Why self-adhesive?"  
presentation

## Education

- ✓ Unique support to members to follow their growth in the self-adhesive industry
- ✓ FINAT sets the standards of the industry
- ✓ Creation of educational high-level, neutral educational break-out modules:
  - 2007: 50-page presentation on Self-Adhesive Labels
  - *"Total applied cost" presentation under preparation (rel. September 2007)*



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## Your Return on Investment

- ✓ We helped you meet the right partner among our members ! Yes !
- ✓ We've given you the answer to solve a technical problem ! Yes !
- ✓ We have helped you widen your vision on the market ! Yes !
- ✓ You've grown as a manager and now have new perspectives ! Yes !
- ✓ You're offered discounts and unnumbered benefits

**Membership Fee € 1.100,00\***

BENEFIT	Public Selling Price	FINAT Members Price	ROI
1 FINAT end-user market survey	€ 3.000,00	€ 400,00	86%
1 Labels & Labeling Subscrip.	€ 90,00	€ 45,00	50%
1 Labels & Labeling Encyclopedia	€ 675,00	€ 573,25	15%
1 AWA Global Wine Label Report	€ 2.800,00	€ 2.240,00	20%
<b>TOTAL</b>	<b>€ 6.565,00</b>	<b>4.358,25</b>	<b>aprox. 32%</b>

Hypothesis of ROI of a Converter X member with turnover of  $12,5 < M€ < 50$  and a FINAT membership annual fee of 1.200,00 € (discounted of 100,00 € for bringing in a new member)





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## Social Activities

FINAT is not only work but a pleasant and inviting environment where you can:

**Want more,**

**be an:**



- Grow personally as a manager
- Encounter and learn from different managing habits & cultures
- Exercise in managing brainstorming outside your daily routine
- Actively protect and direct the interests of the industry



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## Young Managers Club

- Created to overcome the language barrier
- Prepare the new generation of managers in the label industry
- Promote social and personal growth in a young, more relaxed and inviting environment

**FINAT YOUNG  
MANAGERS CLUB**  
**<35 admitted**



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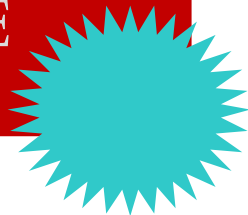
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## National Associations League

- FINAT as the gateway to common knowledge and a source of inspiration for our work
- Mutual cooperation and shared objectives
- Extended visibility and promotion of your members
- Local and international networking

NATIONAL  
ASSOCIATIONS  
LEAGUE






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**FINAT needs your help. If you're a supplier to the label industry or a label converter, learn what you can do for FINAT:**

- We count on your support to find 1 new member every 2 years (as an alternative, please supply names of any potential candidate)
- We strongly recommend you to put the *be a FINAT member* logo/banner on your website
- Use the logo  in your communication



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## If you're already an active member of FINAT, your help is even more precious:

- For Board/Committee Members: 1 new member (or 2 names of potential candidates) every year
- Help FINAT expand and improve the perception of the Association work, of your work
- We strongly recommend you to add the *be a FINAT member* logo/banner on your website
- Use the special logo  in your communication



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Is all this not enough to make a choice?

[www.finat.com](http://www.finat.com)

[click on](#)

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To be part of FINAT is an honour and we're sure you'll be more than willing to help us meet the ambitious target we now share. Please don't hesitate to contact FINAT for any extra information or request:

FINAT

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