

ESA MARKETING COMMITTEE MEETING

20.05.2025, 11:00 CEST, Zoom meeting

1. Introduction

2. Last newsletter stats

- Open rate was 44.23% - highest this year so far, industry average stays around 20%
- We gained 37 subscribers, 1 person unsubscribed
- Top clicked articles: PFAS, Highlights from AGM, Ozan's message, Gasket & Seals show
- Our email health also stays high due to clean and organized database

3. Next newsletter dates and deadlines

- Deadline for the materials: **June 10th**, stretch a bit if needed, since Sandy is away until June 6th.

4. Topics for the next newsletter

Message from the Chair of the ESA

- Mark will ask Ozan to prepare.

Pfas Update

- ECHA – new meetings early June – Sandy will be on holidays, but Ralf registered to participate – didn't receive anything yet (waiting on permission to attend the meetings)
- Sandy was only permitted to attend the general meetings, but they will receive reports after the meetings
- Smiths Group – important – CER meeting in Brussels – Spoke to P. Munoz from FFPEU – she confirmed that 6mths prior to the public consultation a document will be published. ECHA will prepare guidelines on how to prepare. Public consultation is only going to be in a 60 day timeframe, stakeholders feel that this is a too tight window.
- Delayed info on reporting products and requirements – PFAS and US
- Sealing devices are being referenced in background documents – there is recognition that they are a concern
- Actuado will think about how all info on PFAS could be easily accessible on the ESA website, all in one place and logically presented. Maybe even as a presentation that people could download – with ESA referenced – similar to FFPEU (they presented a survey, Sandy asked them if we can publish it). Mark suggests we maybe can have our own survey – we will come up with some ideas.

Standards & Legislation

- Updates on Reach (will be revised)
- DWD (very complex guidelines, set by EU. How to derive it and make it interesting for our members – the complexity is hard to grasp, how could we (ESA) help with that.

Divisional updates

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- Ralf to prepare, meetings this week

People & positions

- No changes since last time, maybe a summary document can be prepared

Spotlight on new members

- Trelleborg & Lapinus

News from Partner trade associations

- NEWS from FSA & ISA, also IMEC (UK)
- Ralf can ask FSA – Phil Mahoney could do an update/Chris Glean
- Ask them for a more general update (not just PFAS)

News from member companies

- Ask the usual ones and also send one more separate email to invite others to participate/send info

Events

- Events listed in the last newsletter are still relevant

Website stats & Actuado feature

- Actuado to prepare as always

5. Website & LinkedIn stats

- Great engagement on LinkedIn, mostly due to posts from events (AGM & Gasket & Seals show). We gained 144 new followers on LinkedIn, and the engagement rate was 70.09%, which is 10x above average.
- Website had 3,524 unique visitors and 7,562 pageviews, with an average time on site of 51 seconds and a bounce rate of 39.8%. This suggests moderate engagement, with most users viewing more than one page.
- The majority of traffic came from organic search (1,526 visitors), followed by direct traffic (1,021), email (387), social media (275), and referrals (271).
- The most-visited pages included the homepage, articles on storytelling in marketing and B2B implementation, the member list, news page, and updates on PFAS restrictions, the European Drinking Water Directive, and flange gaskets.

6. Website redesign

- Paddy promised to put together a proposal on how to handover this – staged, gradual handover. First step – generating a backup.
- Current website – slow, this is the first consideration.
- 3 websites: main, Knowledgebase, Gasket database – all three should be moved.
- Do a survey on what people like/don't like, how do they find it to operate, what they would like to see on the website.
- We will have a separate meeting with Paddy specifically about the website

7. Any other business

- AI translations – David would like the engagement data for feedback, to see if it makes sense to proceed, since a lot of work is involved. Actuado will send over some analytics.

8. Date and time of the next meeting

- July 16, 2025, 11:000 CEST