

ESA MARKETING COMMITTEE MEETING

24.09.2025, 11:00 CEST, Zoom meeting

1. Introduction

2. Last newsletter stats

- Open rate was 38.6% (industry average stays around 20%).
- We gained 38 subscribers, 2 people unsubscribed
- Top clicked articles: PFAS, AGM 2026, Ozan's message, ESA's Technical Director update, U.S. Department of Defense Updates
- Our email health also stays high due to clean and organized database

3. Next newsletter dates and deadlines

- Deadline for the materials: **October 13th**.

4. Topics for the next newsletter

Message from the Chair of the ESA

- Mark will ask Ozan to prepare.

PFAS Update

- There will be a public consultation of 60 days SEAC
- Prepare ourselves to make a position statement, unclear guidelines, should not repeat ourselves. Attend all webinars – upcoming from PPF4EU
- Case study from Eagle Burgmann – to upload on the PFAS hub

Standards & Legislation

- AGM article – repurpose the old article with a new angle, use the booking link
- ESG Update – Summary of the topics that came up in the questionnaire.
- Presentation on what Eagle Burgmann is doing on the digital product passport – chrisantos.rich – for mechanical seals and other manufacturing companies.
- DPP - currently no harmonization standards, they will work on a position paper after the meeting (in 2 weeks). Currently it is too much in progress, can only give a summary of what is the aim of the DPP.
- There are layers of DPP- who can see what (user, companies, governments) A lot of information creates a lot of mistakes and confusion. Problems with companies in China, don't have more info. Also issues of confidentiality.
- Bottom line – DPP is complex, interesting, will be for future newsletters, not this one.
- EDMA report – not sure yet if it will be available publicly.
- STD's – update on the Drinking Water
- Drinking Water Association – meeting face to face from EDW and EU commission, meeting didn't happen for problems at the airport, but will happen in October
- EDW prepares a short summary that will be useful for stakeholders that will be easier to read than the Drinking Water Directive that EU put forward

Divisional updates

- Ralf to prepare, there are projects running.

People & positions

- No changes since last time.

Spotlight on new members

- Nothing confirmed, we can skip this.

News from Partner trade associations

- NEWS from FSA: meeting in October, update on that.

News from member companies

- Ceetak – brand refresh, Elizabeth was going to send a logo, but we do not post logos. However, we could in the future. Ceetak (Elizabeth) will send a few words on their logo/brand refresh. We will send guidelines again and remind members that they can send their news.

Events

- International Sealing Conference in 2026

PFAS Landing Page results

- The results were good. We should probably gate the content for case studies, to have better statistics. We can send a new email/linkedin posts to promote it again.
- Perhaps we should lead with PFAS – ask for case studies to members – NEW case studies Before the consultation period. – Mark & Sandy could put that article together – would be our lead article.

Website stats & Actuado feature

- Actuado to prepare as always

5. Website & LinkedIn stats

- Website recorded 2,076 sessions and 2,640 page views, which is a 45% increase compared to the previous month. The average time spent on the site was 28 seconds.
- The majority of visitors—971—arrived directly. This was followed by 585 visitors who found us via organic search, 243 who came through email campaigns, 132 from social media platforms and 101 via referrals.
- Website audience came from a variety of countries, with the most visits coming from China, France, and the United States.
- When it comes to content, the most-visited page was the homepage, followed by three key articles: The FSA Spiral Wound Gasket Test Procedure Update, PFAS Update: Sealing Applications Under the Spotlight, Update on the European Drinking Water Directive (DWD).
- Our LinkedIn page continues to grow steadily. We now have 3,335 followers, and in last 30 days we gained 41 new followers.
- On LinkedIn we recorded 6,930 impressions and 338 total interactions across 6 posts. This suggests that engagement has remained consistent and stable, with our content continuing to resonate well with our audience.

6. Any other business

- Nothing new.

7. Date and time of the next meeting

- November 19, 2025 at 11:00 CET