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Alexander Watson Associates

The North American Pressure-sensitive Graphic Arts Film Market 2010

Market Overview and Opportunities in the North American Pressure-sensitive Graphic Arts Film Market

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The North American Pressure-sensitive Graphic Arts Film Market 2010

This prospectus has been prepared to outline the scope, depth and value of the third edition of the **North American Pressure-sensitive Graphic Arts Film Market 2010**. The report provides a current market overview and highlights trends and opportunities for converters and material suppliers.

This edition of the North American Pressure-sensitive Graphic Arts Film Market provides an in-depth assessment of market, material and printing trends and developments. It covers the structure of the industry with particular reference to material suppliers and pressure-sensitive laminators in North America, highlighting growth opportunities and the competitive environment. The study includes the following topics: global perspective, industry structure, distribution and market trends, market segmentation by application and material type, print technology overview, and individual company profiles.

Suppliers and converters at all levels of the value chain can benefit from this up-to-date, focused and detailed analysis of the trends and developments taking place.

Scope of the Report

The emphasis of this study is on pressure-sensitive laminates used for graphic arts applications – but it does not include pressure-sensitive materials for overlamination or mounting. The geographic coverage is North America, which is set in a global context.

In compiling the data for this study we have conducted in-depth interviews with key personnel from leading companies across the value chain, and thoroughly evaluated all relevant available published information and trade and industry statistics.

Availability And Subscription Price

North American Pressure-sensitive Graphic Arts Film Market 2010 has been published in May 2010.

The price of a copy is US\$4,800/€3,800. You have the option of choosing a pdf or a hard copy. Additional copies (whether pdf or hard copy) are available at US\$250/€200 each. A Corporate PDF Site License is available for US\$7,200/€5,700.

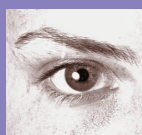
There is a US\$85/€60 charge for handling and processing. If express or overnight delivery is required, this can be provided at cost.

Highlights

The graphic arts market for pressure-sensitive films had been enjoying consistent growth of around 5% to 6% for much of the early 2000s, but the two largest market segments, POP/ Outdoor Advertising and Transit Advertising & Safety Graphics were hard hit by the economic downturn and have severely affected the use of pressure-sensitive films in graphics.

The use of pressure-sensitive films on vehicles for advertising and promotional graphics has grown steadily. Vehicle graphics showed growth in 2009, and the prospects remain strong for this new emerging application segment.

Digital printing has revolutionized the graphic arts market, providing the capability to cost-effectively produce one-off or short-run graphics. Digital printing now represents the majority of imaging technologies used.



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AWA is an international publishing and market research company whose specialization and expertise in the coating, converting, and pressure-sensitive markets extends over many years and provides a unique database of marketing information. AWA also provides marketing advisory services and the possibility for tailored research.

Report includes:

