



**AWA**

Alexander Watson Associates

# Global Specialty Pressure-sensitive Tape Market Study & Sourcebook 2012

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Founded in 1971, AWA Alexander Watson Associates BV as a leading international market research and marketing advisory services provider regularly publishes and updates a series of comprehensive reports on areas of specialist converting including label and product decoration markets, specialist coatings, and tapes defining countrywide, regional, and application opportunities.

**Global Specialty Pressure-sensitive Tape Market Study & Sourcebook 2012** is the first assessment conducted by AWA of the status of one of the world's faster growing areas of specialist converting. The pressure-sensitive tape industry has evolved over the years to become highly developed, diversified, and competitive. This study analyzes the strength and weaknesses of the specialty tape market and other characteristics across the value chain. This global study builds on the experiences AWA has built over several years in researching and publishing data on the European and North American regional specialty tape markets, and detailing trends in the market by tape format, materials, technologies, and end uses with particular emphasis on the changing structure and developments within this key business area.

Specialty pressure-sensitive tapes represent a significant growth opportunity for converters, distributors, and end users. The wide range of material types, product constructions, and end uses provide a driver for strong growth that is independent of general economic, consumer, or business cycles. The use of specialty tapes in areas such as medical applications where they are replacing traditional bandages and means of fixing drapes, etc; in automotive and aerospace end uses where they are replacing mechanical methods of fixing or anti-vibration materials; and in electronics where demands are continually evolving drive by ever on-going product innovation are growing albeit often from low starting volumes.

**Global Specialty Pressure-sensitive Tape Market Study & Sourcebook 2012** focuses on materials, conversion technologies, application methods, and end uses for all specialty tapes, and on the markets and market trends. The value chain tool is used to analyze the market volumes and trends for the global specialty pressure-sensitive tape market and for each of the regional markets.

Research of available published literature, an analysis of trade and industry statistics complemented by strong primary research. The primary research and data collection involved in this study included a mix of personal interviews and telephone and e-mail interviews of leading global and regional tape manufacturers, raw materials suppliers, end users, and industry experts, further complemented by on-line questionnaires to targeted companies.

## **COST**

**Global Specialty Pressure-sensitive Tape Market Study & Sourcebook 2012** was published in November 2012.

The price of a hard copy or a pdf is €3,800/US\$4,800. Additional copies (whether hard copy or pdf) are available at €200/US\$250 each. The cost of a corporate site PDF license is €5,700/US\$7,200.

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

## **AWA ALEXANDER WATSON ASSOCIATES**

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

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# Order Form Global Specialty Pressure-sensitive Tape

## Market Study & Sourcebook 2012

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Please send me:

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ADDITIONAL COPY	€ 200/US\$250 EACH	<input type="checkbox"/> PDF	<input type="checkbox"/> Hard Copy
CORPORATE SITE PDF LICENSE	€5,700/US\$7,200	<input type="checkbox"/> PDF	
HANDLING & PROCESSING CHARGE	€60/US\$85	<input type="checkbox"/> Euros	<input type="checkbox"/> US Dollars

Name	<input type="text"/>
Job Title	<input type="text"/>
Company	<input type="text"/>
Address	<input type="text"/>
	<input type="text"/>
Postcode	<input type="text"/>
Country	<input type="text"/>
VAT # (EU only)	<input type="text"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
Email	<input type="text"/>
Signature	<input type="text"/>
Date	<input type="text"/>
Remarks	<input type="text"/>

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Please send an invoice to the address above

Payment is enclosed

Payment has been transferred to bank account number ING 66 40 32 923,

Iban: NL 16 INGB 0664 0329 23, Swift (BIC): INGBNL2A

Payment will be made by credit card (payments by credit card are subject to a 7% surcharge)

<input type="checkbox"/> Amex	<input type="checkbox"/> Eurocard	<input type="checkbox"/> Visa
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Card Number	<input type="text"/>
<b>CVC Code</b>	<input type="text"/>
Expiry Date	<input type="text"/>
Name of Cardholder	<input type="text"/>
Address of Cardholder	<input type="text"/>
Signature	<input type="text"/>