

Expanded Second Edition

Russian Label Markets Product Decoration & Technology Study 2009

AWAreness™ Report

**A Market Overview and Presentation of Opportunities
for Product Decoration Technologies in Russia**



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Russian Label Markets

Product Decoration & Technology Study 2009

In 2003 AWA Alexander Watson Associates published its first report on the Russian label market, focusing on the self-adhesive label market. The **AWAreness™ Report: Russian Label Markets – Product Decoration & Technology Study 2009** is the fuller assessment of the current status of one of the world's fastest growing regional label markets. It details trends in the market by label format, material, and technology, with particular emphasis on the changing structure and developments within this key business development area. This second edition of the report has been expanded and now includes sections on Russian self-adhesive, glue applied, in-mold, and sleeve label markets.

The Russian label market has been a driver of growth in the European label market. Even though Russia has also been affected by the global economic downturn that started in 2008, the opportunities for a return to label market growth are significantly higher in Russia than in the western European market, and remain strong in the medium to long term. Especially in this challenging environment, marketing information is essential for the industry to monitor its performance and make critical decisions for growth and profitability.

AWAreness™ Report: Russian Label Markets – Product Decoration & Technology Study 2009 focuses on materials, conversion technologies, application methods, and end uses for all label formats, and on the markets and market trends.

Research for this study is based on our internal database of label market information, a review of available published literature, an analysis of trade and industry statistics, and interviews with companies across the value chain, together with input from AWA industry conferences and events specific to the label and specialist converting industries.

AVAILABILITY AND SUBSCRIPTION PRICE

Russian Label Markets: Product Decoration & Technology Study 2009 has been published in August 2009.

The price of a copy (whether hard copy or pdf) is €995/US\$1,450. Additional copies (whether hard copy or pdf) are available at €200/US\$250 each.

There is a €60/US\$85 charge for handling and processing. If express or overnight delivery for 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 consultancy services and the possibility for tailored research.

AWA Conferences & Events

AWA Conferences & Events organizes events for the specialty packaging, coating, and converting industries. Mark your calendar for:

Dec Tec™10 Africa: Labeling, Product Decoration & Packaging Conference

Dec 2 - 3, 2010
The Townhouse
Hotel, Cape Town,
South Africa



Please visit our website www.awa-bv.com for information about our other publications and events.

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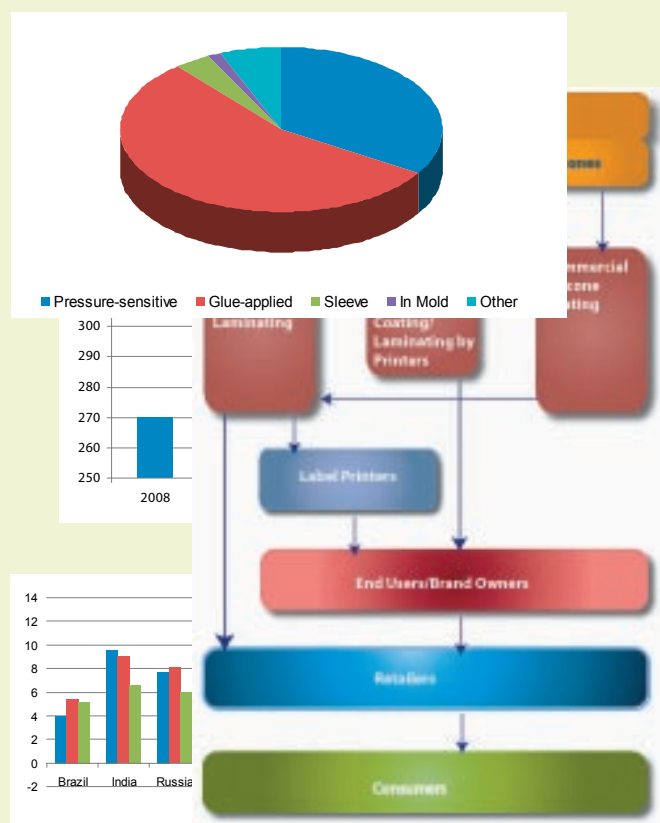
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