



AWA

Alexander Watson Associates

GLOBAL WINE & WINE LABEL MARKET & TECHNOLOGY REVIEW

2006 AWAreness™ Report

A Market Overview of Opportunities for Label Producers, Material Suppliers, and Users

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GLOBAL WINE & WINE LABEL MARKET & TECHNOLOGY REVIEW

INTRODUCTION:

Since 1980 AWA Alexander Watson Associates has regularly published studies on the label and materials market. This is the second edition of this study focusing on the global wine label market.

The **Global Wine & Wine Label Market & Technology Review** provides subscribers with detailed information on the wine labeling market worldwide, including market volumes and growth rates by region, types of labeling formats, and new materials and converting techniques. The study also outlines the market structure and the present and future demand for wine labeling by geographic region.

The wine market represents a tremendous opportunity for labeling, often with specialty requirements and value-added decoration. Self-adhesive labeling has demonstrated that it offers a particular advantage for the wine market, and has experienced high growth. But all the technologies used today – alone and in combination – are covered in the report.

The wine industry is one of the world's most interesting markets for bottling and product decoration. Worldwide, it uses 545 million square meters of labeling materials of all types and spans the whole Value Chain. As the market evolves and new opportunities emerge, the **Global Wine & Wine Label Market & Technology Review** offers an insight into the issues that face the product decoration media used on a worldwide basis.

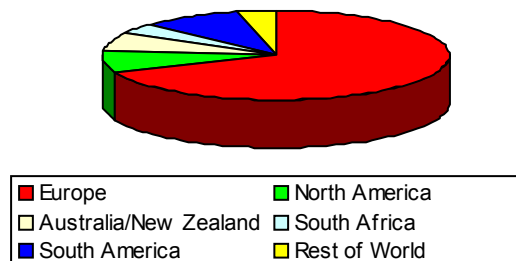
SCOPE OF THE REPORT:

This AWAreness™ Report provides a unique tool for evaluating the wine label market, highlighting opportunities and supporting management decision-making across the Value Chain to influence sales growth, profitability, and competitiveness. It is a focused, practical, and comprehensive assessment, designed to deliver information about the market, current trends, and opportunities for the future. This insightful and intensely-researched study has been compiled from primary and secondary research by a team of AWA specialists.

OTHER AWA PUBLICATIONS ON THE LABELING MARKET:

- AWAreness™ Report – Global Beer Label Markets: Product Decoration Market & Technology Study 2005
- New! Labeling Markets: Asian Market Study & Sourcebook 2005
- AWAreness™ Report – Global Shrink Sleeve Label Market & Technology Review 2005
- Global Glue Applied Label Market & Technology Review 2006
- European Labeling Sourcebook 2006—to be published in Q4, 2006

Regional Share of Global Wine Label Volumes
– 2005



AWA ALEXANDER WATSON ASSOCIATES

AWA is an international market research and marketing consultancy whose specialization and expertise in the self-adhesive label market extends over many years and provides a unique database of marketing information. Multi-client projects relevant to self-adhesive labelstock include major studies on release liners, graphic arts materials and tapes, metallized papers and films, extrusion coating, medical packaging and envelopes.

AWA has extended its research on each of these business sectors to cover worldwide developments and trends. AWA has established strong contacts with a broad spectrum of companies, including machinery manufacturers, raw material suppliers, converters and end users.

In addition to our regular publications we also prepare reports that consider a customer's specific market interests. Please contact our head office to obtain more information on private client projects.

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Complete the subscription order form on the back of this prospectus and return it to AWA's head office – or, if you prefer, order online at www.awa-bv.com. Here you will find information on all our recent and upcoming publications as well as on the events we organize.

GLOBAL WINE & WINE LABEL MARKET & TECHNOLOGY REVIEW

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AWA CONFERENCES & EVENTS

Our specialized knowledge of the labeling industry can be accessed both throughout our marketing reports and the conferences we organize. On the labeling industry the following conferences are of particular interest:

- DecTec—Labeling, Product Decoration & Packaging Conferences and seminars, which are organized at various locations around the world
- Our annual IMLCON International In-mold Labeling Conferences

Please visit www.awa-bv.com for a complete overview of our events.

AVAILABILITY AND COST:

The **Global Wine & Wine Label Market & Technology Review** is available now!

The price of subscription is €2,800. Each subscriber will receive one hard copy of the report. Additional hard copies are available at €200.

It is also possible to receive this report as a pdf, to be provided by email, for a price of €2,900. A hard copy and a pdf can be ordered together for the special combination price of €3,200.

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