

Global **Pressure-sensitive Graphic Arts Film** **Market Study 2013**

Up-to-date Market Overview & Opportunities
for converters and material suppliers in the
pressure-sensitive graphic arts film market

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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, tapes and graphic arts defining countrywide, regional, and application opportunities.

Global Pressure-sensitive Graphic Arts Film Outlook 2013 is the first global assessment conducted by AWA of the status of the graphic arts market, following our regional studies on the graphic arts markets in Europe and North America. It provides a current market overview and highlights trends and opportunities for converters and material suppliers.

The report covers the structure of the industry with particular reference to material suppliers and pressure-sensitive laminators. The global market and regional markets are segmented by material type and by application segment. Suppliers and converters at all levels of the value chain can benefit from this up-to-date, focused 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. It does not include laminates for overlamination or mounting, paper laminates, or non-adhesive materials like banners, paper, canvas etc.

Methodology

Our methodology includes 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 graphic arts manufacturers, raw materials suppliers, end users, and industry experts.

PRICE

Global Pressure-sensitive Graphic Arts Film Outlook is scheduled for publication at the end of Q2, 2013.

The regular price of the report is €3,800/
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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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