



AWA

Alexander Watson Associates

EUROPEAN OUTLOOK FOR THE ENVELOPE MARKET 2005/2006

AWAreness™ Report

**A Multi-Client Report on the Prospects for Envelope Makers
and Envelope Material Suppliers**

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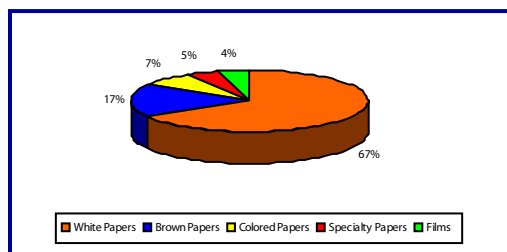
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INTRODUCTION

Since 1988, AWA Alexander Watson Associates has periodically published a multi-client report on the European market for envelopes. These reports have been in-depth assessments of markets and material trends and have highlighted the changing nature of the envelopes business in terms of growth opportunities and competitiveness.

Since our last report, published in December 1997, the European market has faced slow economic growth, rapid changes in pulp and paper prices, production overcapacity and increasing competitive pressures. In turn, this has resulted in major restructuring among envelope manufacturers, as well as a suppliers' move towards continued global sourcing. Other important aspects of change are occurring in the distribution side of the value chain, development of electronic communications, privatisation of postal services, growth of courier services etc.

In this developing competitive environment, material suppliers and envelope makers need, more than ever, to monitor their performance within their selected markets and against their competitors. Accordingly, this new outlook on the European market for envelopes assesses the important trends and developments that are impacting this business. This study focuses on the future business opportunities for envelope makers and envelope material suppliers.



AVAILABILITY AND COST

European Outlook for the Envelope Market 2005/2006 is available now. The price for this study is € 3,500. Each subscriber will receive one copy of the report. Additional hard copies are available at € 200 per copy.

There is a € 45 charge for processing and handling. If express or overnight delivery is required we will provide at cost.

In addition to a hardcopy we also offer the possibility of a corporate electronic use license. The cost for this is additional to the hard copy cost and is € 3,000.

SCOPE OF THE REPORT

This **AWAreness™** Report, which uniquely provides a tool for evaluating the envelope market, highlighting opportunities across the value chain and supporting management decision-making, to influence sales growth, profitability, and competitiveness. It is a focused, practical, and a comprehensive assessment, designed to deliver information about the market, current trends, and opportunities for the future.

This insightful, newly published and intensely researched study has been compiled from primary and secondary research by a team of AWA specialists.

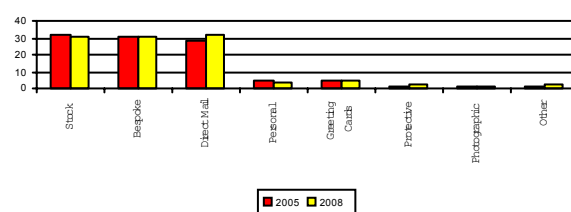
The report covers all types of preformed envelopes. Traditionally these are made with papers, but we also include preformed envelopes made with films. In addition, we assess the impact of alternative envelope systems such as plastic wrappings and business mailers, as well as alternative communications media.

Regional coverage for the study includes the following:

- United Kingdom/Ireland
- France
- Benelux
- Germany
- Scandinavia
- Austria/Switzerland
- Italy
- Spain/Portugal
- Eastern Europe

With global sourcing becoming more prevalent, we highlight some global developments which may affect European trading.

Market Trends



AWAreness™ is a brand name of AWA Alexander Watson Associates B.V.

At our website www.awa-bv.com you will find information on other studies published by AWA Alexander Watson Associates. Also, you can order this report online. On our website it is definitely worth taking a look at our conferences section. You will find information on all upcoming Conferences and Workshops that will provide your company with up-to-the-minute market information.

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AWA is an international publishing, market research and marketing consultancy whose specialization and expertise extends over many years and provides a unique database of marketing information.

Multi-client projects include major studies on envelopes, release liners, labeling, graphic arts materials, tapes, metallized papers and films, extrusion coating, medical packaging and more. We have extended our research in each of these business sectors to cover worldwide developments and trends. We have established strong contacts with a broad spectrum of companies, including machinery manufacturers, raw material suppliers, converters and end-users.

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