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Alexander Watson Associates

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## **GLOBAL IN-MOLD LABEL & IN-MOLD DECORATION MARKET AND TECHNOLOGY REVIEW**

### **2010 AWAreness™ Report**

A Market Overview and Opportunities for  
In-mold Label & In-mold Decoration Converters, Producers,  
Equipment & Material Suppliers, and Users



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# Global In-mold Label & In-mold Decoration Market and Technology Review 2010

AWA – a recognized authority on label markets, materials, and technologies – updates and publishes a series of market studies as part of its regular reviews of label and product decoration markets. Our portfolio includes AWAreness™ reports on the various labeling technologies.

In 2008 AWA published the AWAreness™ report Global In-mold Label Market and Technology Review 2008. The first edition distinguished between in-mold labeling and in-mold decoration, and only covered the first. The second edition will be expanded and will also include in-mold decoration.

The in-mold label market structure is complex, so specialized expertise is essential to successfully operate in this industry. This study will bring you up-to-speed on the opportunities this labeling technology offers.

**Global In-mold Label & In-mold Decoration Market and Technology Review 2010** presents an overview of the global and regional in-mold label markets. Each region is segmented by application, end-use, and material. In addition, the report gives an overview of technology trends for materials, printing technologies, and molding. The study also looks into the future of in-mold labeling and in-mold decoration. It concludes with the company directory section which presents an overview of key players in the industry.

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 inputs from AWA industry conferences and events specific to the label and specialist converting industries.

## PUBLICATION AND COST

**Global In-mold Label & In-mold Decoration Market and Technology Review 2010** has been published in November 2010.

The cost of the report is €3,800/US\$4,800. You can opt for a PDF or a hard copy. Additional copies (whether hard copy or pdf) are available at €200/US\$250 each. A Corporate PDF Site License is available for €5,700/US\$7,200.

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.

Participants in “IMLCON™10 & IMDCON™10 North America” benefit from a 20% discount upon purchase of this report (not in combination with other discounts, only after registration).

## AWA Alexander Watson Associates

AWA is an international publishing and market research company whose specialization and expertise in the labeling and packaging 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.

## AWA Conferences & Events

AWA Conferences & Events was established to expand AWA's platform of expert services for the specialty paper, film, packaging, coating, and converting industry and regularly organizes events in these markets, which are particularly valued for the industry networking opportunities they provide, as well as for their in-depth content.



Please visit our website [www.awa-bv.com](http://www.awa-bv.com) for information about our other publications and the events we organize.

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