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Alexander Watson Associates

The North American Pressure-sensitive Graphic Arts Film Market Outlook 2006

Market Overview and Opportunities in the North American Pressure-sensitive Graphic Arts Film Market

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INTRODUCTION

This prospectus has been prepared to outline the scope, depth and value of the second edition of the North American Pressure-sensitive Graphic Arts Film Market Outlook 2006. The report provides a current market overview and highlights trends and opportunities for converters and material suppliers. The North American pressure-sensitive market has recovered from the economic downturn of 2001, and has undergone considerable change due to technological advance in imaging techniques and materials. Competition is intensifying, now on a global level, and margins are being squeezed at all points across the value chain. This provides challenges for players in the market. Suppliers and converters at all levels of the value chain can therefore benefit from this up-to-date, focused and detailed analysis of the trends and developments taking place.

This edition of the North American Pressure-sensitive Graphic Arts Film Outlook provides an in-depth assessment of market, material and printing trends and developments. It covers the structure of the industry with particular reference to material suppliers and self-adhesive laminators in North America, highlighting growth opportunities and the competitive environment. The study includes the following topics: global perspective, industry structure, distribution and market trends, Market segmentation by application and material type, print technology overview, and individual company profiles.

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AWA is an international publishing and market research company whose specialization and expertise in the graphic arts market extends over many years and provides a unique database of marketing information. AWA has published reports on the graphic arts market and related industries and also provides consultancy services and the possibility for tailored research. Over the years we have established strong contacts with a broad spectrum of companies. Some of our recent and upcoming publications include:

- European Self-adhesive Graphic Arts Annual Outlook 2005
- To be published: AWAreness™ Report – Adhesive & Adhesive Technology Assessment for Pressure-sensitive Materials, Europe



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SCOPE OF THE REPORT

The emphasis of this study is on pressure-sensitive film laminates used for graphic arts applications – but it does not include pressure-sensitive materials for overlamination or mounting. The geographic coverage is North America, which is set in a global context.

In compiling the data for this study we have both been conducted in-depth interviews with key personnel from leading companies across the value chain, and thoroughly evaluated all relevant available published information and trade and industry statistics.

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