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Alexander Watson Associates

**Fully updated with latest
Statistics, Forecasts, and
industry inputs**

AWAreness™ Report

GLOBAL SLEEVE LABEL MARKET AND TECHNOLOGY REVIEW 2011

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



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Global Sleeve Label Market and Technology Review 2011

AWA Alexander Watson Associates has published reports on the shrink sleeve market in 2001 and 2005. In 2007 the scope was expanded to include stretch sleeves and MD shrink sleeves/ROSO™. **Global Sleeve Label Market and Technology Review 2011** is an update of the second edition published in 2010. It details the current status of the fast moving global sleeve label market, materials, and technologies, with particular emphasis on the changing structure and trends within this dynamic business area.

Sleeve labels are a fast growing and exciting label format. The developments in this area call for a continuous update of statistics and background information. AWA's consultants are constantly involved in the industry and are among the first to hear about new developments. They particularly benefit from the discussions and proceedings from the leading forum for the sleeve label sector – AWA International Sleeve Label Conference – held in Chicago (2010) and Amsterdam (2011).

This update provides an insight into the condition of the general label market in 2010, and specifically of the market for sleeve labels. The study includes updates and insights into the developments within the market for sleeve labels based on AWA researches in early 2011. The study also provides 5 year forecasts for each individual sleeve label format and by regional market.'

Global Sleeve Label Market and Technology Review 2011 focuses on materials used in the production of sleeve labels of all types, and on the markets and market trends. Learn about the opportunities and challenges in the sleeve label market and how your business can benefit from this dynamic technology.

The collection of primary data is a key element in the research methodology used for this study. AWA conducted in-depth telephone and email interviews with leading sleeve printers/converters, raw materials suppliers, end users, and industry experts. Secondary research for this study is based on AWA's comprehensive internal database of label market information, a review of available published literature, and an analysis of trade and industry statistics.

TIMING AND COST

Global Sleeve Label Market and Technology Review 2011 has been published in July 2011.

The price of a copy 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. We also offer a Corporate PDF Site License for €5,700/US\$7,200.

There is a €60/US\$85 charge for handling and processing. If express or overnight delivery is required, this will be provided at cost.

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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.

AWA Conferences & Events

Mark your calendar for:

Introduction to Heat Shrink Sleeve Label Technologies Workshop 2011

Sep 14 - 15, 2011
Chicago, IL, USA

Visit the events section of our website for more information.



Please visit our website www.awa-bv.com for information about our other publications and the events we organize.

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"Reliable data is fundamental to understanding a market. Reliable data combined with incisive analysis is a very powerful tool. AWA is my constant reference for the global sleeve label market."

*Séamus Lafferty, Ph.D., VP Sales & Marketing
Accraply, Inc.*

"Sleeve Labeling has become a fully recognized labeling technique offering brand owners a way to bill board their products making them stand out on the retail shelf. The film and ink suppliers, the converters, and the brand owners need to keep abreast of what is going on in this dynamic segment of the labeling market. AWA has, for a number of years, had their finger on the pulse of business with their strategic analysis and conferences. This latest addition should be in everyone's library that has anything to do with the Sleeve Labeling business."

*Gary R Gates SR, CEO
Gates Packaging Incorporated*

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