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Alexander Watson Associates

Variable Information Printing

& Materials Market:

European Study & Sourcebook 2006

- **Review of the European VIP Labeling Market**
- **Segmentation by Printing Technology, End User Markets, and Material Type**
- **Profiles of Direct Thermal Material Manufacturers, Self-adhesive Laminators, TTR Manufacturers, and Inkjet Media Manufacturers**

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Variable Information Printing & Materials Market

European Study & Sourcebook 2006

INTRODUCTION

For several years, AWA Alexander Watson Associates has published many multi-client and AWAreness™ Reports on the self-adhesive Label Market. Within that market, the Variable Information Printing sector has proven to be not only significant in size, but also diverse in terms of printing technology and applications. The first edition of the **Variable Information Printing & Materials Market: European Study & Sourcebook 2006** intends to address these sectors in closer detail.

The report specifically addresses the current status of the European Variable Information Printing (VIP) label market with regard to print technology, materials, applications and key trends. It also profiles the perceived strengths and weaknesses of each print technology, and evaluates broader issues beyond self-adhesive labeling to put it into a wider context. The information for this study was gathered by both primary and secondary research, including interviews with companies across the value chain, a review of published information relating to our analysis, and analysis of relevant trade and industry statistics.

Considering that in 2005 approximately 44% of all self-adhesive labelstock production in Europe was for Variable Information Printing, and that the VIP label segment continues to show consistently higher growth than primary labeling, it becomes clear that this report is full of opportunities for all those involved in labeling!

SCOPE OF THE REPORT

Variable Information Printing & Materials Market: European Study & Sourcebook 2006 segments the VIP self-adhesive label market by printing technology, by end-user segment, and by materials type. The report discusses market characteristics of the VIP label market, using the Value Chain as a prime tool. Also, the report points to trends and opportunities in the VIP label market, and contains profiles of the main companies across the value chain.

AVAILABILITY AND COST:

Variable Information Printing & Materials Market: European Study & Sourcebook 2006 is available now.

The price of a subscription is € 3,500. Each subscriber will receive one copy of the report. Additional hard copies are available at € 200 each.

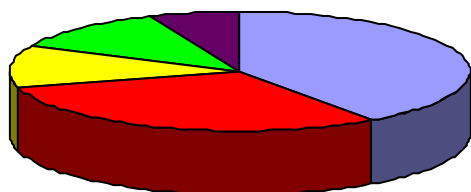
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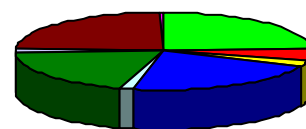
Our specialized knowledge of the labeling industry can both be accessed through our marketing reports and at the conferences we organize. Please visit www.awa-bv.com for a complete overview of our events. In the labeling segment, our annual **DecTec—Labeling, Product Decoration and Packaging** conferences are of particular relevance.

VIP Label Printing Technology Segments



■ Direct Thermal ■ Thermal Transfer ■ Laser ■ Inkjet ■ Dot Matrix

VIP Label Market by End-user Segment



■ Office ■ Industrial Chemicals
■ Healthcare ■ Non Food Retail
■ Consumer Electronics ■ Logistics & Transport
■ Automotive ■ Food
■ Other

OTHER AWA PUBLICATIONS ON THE LABELING MARKET:

- AWAreness™ Report: Global Wine and Wine Label Market Study 2006
- Labeling Markets: Asian Market Study & Sourcebook 2005
- AWAreness™ Report Global Shrink Sleeve Label Market and Technology Review 2005

ACTION:

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European Study & Sourcebook 2006

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AWA ALEXANDER WATSON ASSOCIATES

AWA is an international market research and marketing consultancy whose specialization and expertise in the self-adhesive label market extends over many years and provides a unique database of marketing information. Multi-client projects relevant to self-adhesive labelstock include major studies on release liners, graphic arts materials and tapes, metallized papers and films, extrusion coating, medical packaging and envelopes. AWA has extended its research on each of these business sectors to cover worldwide developments and trends. AWA has established strong contacts with a broad spectrum of companies, including machinery manufacturers, raw material suppliers, converters and end users.

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