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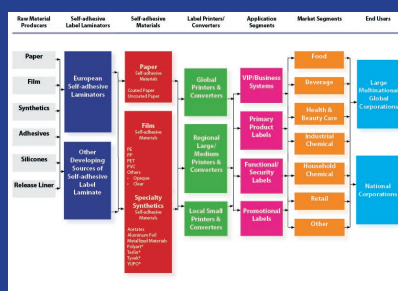
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CHINESE LABEL MARKETS PRODUCT DECORATION & TECHNOLOGY STUDY 2010

AWAreness™ Report

**A Market Overview and Presentation of Opportunities
 for Product Decoration Technologies in China**



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Chinese Label Markets

Product Decoration & Technology Study 2010

Since 1980, AWA Alexander Watson Associates has regularly published comprehensive reports on label and product decoration markets, defining regional and application opportunities for all labeling formats. This series of studies includes a well-established sourcebook on the label market in Asia, and country reviews on the Russian and South African label markets.

“Chinese Label Markets Product Decoration & Technology Study 2010” is an assessment of the current status of one of the world’s fastest-growing regional label markets. The report outlines volume trends in the market by label format, material, and technology. China is the largest consumer of labels in Asia, with further potential for future growth and is a driver for growth of the entire Asian label market. Many companies are, and should be, interested in the Chinese label market.

The report details trends in the Chinese market by label technology, with chapters dedicated to pressure-sensitive, glue applied, sleeving, and in-mold labeling. The study focuses on product decoration and identification, with particular emphasis on face materials required for the production of labels in their various formats. The value chain tool is used to analyze the Chinese label market for each label technology.

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

AVAILABILITY AND COST

Chinese Label Markets Product Decoration & Technology Study 2010 has been published in April 2010.

The price of a copy (whether hard copy or pdf) is €995/US\$1450. Additional copies (whether hard copy or pdf) are available at €200/US\$250 each. The price of a Corporate Site PDF License is €1,495/US\$2,175.

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

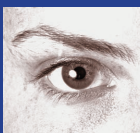
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AWA is an international publishing and market research company whose specialization and expertise in the labeling market extends over many years and provides a unique database of marketing information. AWA also provides consultancy services and the possibility for tailored research.

Other **AWA Country Label Reviews:**

- AWAreness™ Report Labeling & Product Decoration Markets – South African Market Review 2009
- AWAreness™ Report Russian Label Markets Product Decoration & Technology Study 2009

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