

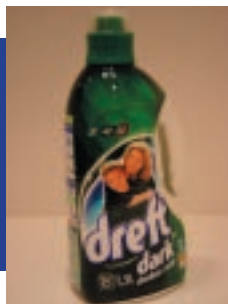
AWA

Alexander Watson Associates

AWAreness™ Report

GLOBAL SLEEVE LABEL MARKET AND TECHNOLOGY REVIEW 2010

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



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Global Sleeve Label Market and Technology Review 2010

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

Global Sleeve Label Market and Technology Review 2010 focuses on materials used in the production of sleeve labels of all types, and on the markets and market trends. Compared to the downturns in more traditional and higher volume formats, trends in the use of sleeve labels showed ongoing, positive prospects for growth on a global and regional basis.

Sleeve labels have provided label designers, brand managers, packaging technologists, raw materials producers, and printers with a number of opportunities. This packaging decoration format provides high-quality, 360-degree, head-to-toe graphics on a wide spectrum of complex container geometries. Learn about the opportunities and challenges in the sleeve label market and how your business can benefit from this dynamic technology.

Sleeve labels – heat shrink, stretch, and ROSO™/MD shrink styles – have required significant developments in, for instance, label materials, adhesives, ink systems, origination, and printing technologies. These developments have impacted every step of the value chain, and have contributed to fresh concepts and new approaches to fully leverage the unique characteristics of these label formats.

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 2010 has been published in June 2010.

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.

AWA Alexander Watson Associates

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:

International Sleeve Label Conference 2011

April 13-14, 2011

Amsterdam, NL

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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