

# AWA

Alexander Watson Associates

## Labeling Markets: North American Market Study & Sourcebook 2011

Market Overview & Opportunities for Labelstock Producers,  
Material Suppliers, and all Companies Involved  
in the Product Decoration & Identification Market



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# Labeling Markets: North American Market Study & Sourcebook 2011

Since 1980, AWA has regularly published comprehensive reports on label and product decoration markets, defining regional and application opportunities for all labeling formats. **Labeling Markets: North American Market Study & Sourcebook 2011** is the third assessment of the current status of one of the world's leading regional label markets.

The report details trends in the North American market by label format, material, and technology, with particular emphasis on the changing structure and developments within this key business area. **Labeling Markets: North American Market Study & Sourcebook 2011** focuses on materials, conversion technologies, application methods, and end uses for all label formats, and on their markets.

**Labeling Markets: North American Market Study & Sourcebook 2011** details the four main labeling technologies — pressure-sensitive, glue applied, sleeving, and in-mold — and includes forecast growth for each. The North American label market is segmented by application category, end-use market, and regional geographical market. The value chain tool is used to analyze the North American 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

**Labeling Markets: North American Market Study & Sourcebook 2011** has been published in April, 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. A Corporate PDF Site License is available 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 may 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 advisory services and the possibility for tailored research. Related publications include:

- Labeling Markets: South American Market Study & Sourcebook 2010
- Labeling Markets: Asian Market Study & Sourcebook 2009
- North American Release Liner Outlook 2009
- Global Sleeve Label Market & Technology Review 2010
- Global In-mold Labeling and Product Decoration Markets and Technology Review 2010
- Labeling and Product Decoration Markets Global Review 2011

## AWA Conferences & Events

AWA Conferences & Events was established to expand AWA's platform of expert services for the specialty packaging, coating, and converting industry and regularly organizes events in these markets, which are particularly valued for the industry networking opportunities they provide, as well as for their in-depth content.



Please visit our website [www.awa-bv.com](http://www.awa-bv.com) for information about our other publications and events.

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# SUBSCRIPTION ORDER FORM

Please complete this form and fax it to AWA Alexander Watson Associates at +31 20 820 8633

Pricing:		Hard Copy	PDF
COPY	€3,800/US\$4,800	<input type="checkbox"/>	<input type="checkbox"/>
ADDITIONAL COPY	€200/US\$250 EACH	<input type="checkbox"/>	<input type="checkbox"/>
CORPORATE PDF SITE LICENSE	€5,700/US\$7,200		<input type="checkbox"/>
Handling and processing charge	€60/US\$85		
Prepare the invoice in		<input type="checkbox"/> EUROS	<input type="checkbox"/> US DOLLARS

Name	<input type="text"/>
Job Title	<input type="text"/>
Company	<input type="text"/>
Address	<input type="text"/>
	<input type="text"/>
Postcode	<input type="text"/>
Country	<input type="text"/>
VAT # (EU only)	<input type="text"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
Email	<input type="text"/>
Signature	<input type="text"/>
Date	<input type="text"/>
Remarks	<input type="text"/>

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Please send an invoice to the address above

Payment is enclosed

Payment has been transferred to bank account number ING 66 40 32 923,

Iban: NL 16 INGB 0664 0329 23, Swift (BIC): INGBNL2A

Payment will be made by credit card (payments by credit card are subject to a 7% upcharge)

<input type="checkbox"/> Amex	<input type="checkbox"/> Eurocard	<input type="checkbox"/> Visa
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Card Number	<input type="text"/>
CVC Code	<input type="text"/>
Expiry Date	<input type="text"/>
Name of Cardholder	<input type="text"/>
Address of Cardholder	<input type="text"/>
Signature	<input type="text"/>