



**AWA**

Alexander Watson Associates

# Global Adhesive & Adhesive Technology Assessment for Pressure-sensitive Materials 2012

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This new report, **Global Adhesive & Adhesive Technology Assessment for Pressure-sensitive Materials 2012**, provides an independent assessment of pressure-sensitive technology, and focuses on the major formulations used on pressure-sensitive laminates – solvent, aqueous, and hot melt (including radiation cured).

The geographical focus is global and the study presents detailed information on adhesives for laminate production in key pressure-sensitive market segments, including labelstock, tape, graphic arts, and medical.

In compiling the information for this study, we have utilized our extensive contacts among polymer and adhesive suppliers and adhesive coating companies in each of the specified market segments – to which we have added a search of available published information relevant to this market.

Our sources of information for this report include, but are not limited to, interviews and input from companies across the value chain, a review of all available published information related to our study, analysis of relevant trade and industry statistics, and other published AWA studies and analysis related to raw material end user markets. **Global Adhesive & Adhesive Technology Assessment for Pressure-sensitive Materials 2012** uses the value chain as an important tool for putting the pressure-sensitive market into perspective.

### Scope Of The Report

- Perceived strengths and weaknesses of each pressure-sensitive technology
- The market structure within each application segmentation
- The pressure-sensitive technologies used in each market segment
- Significant applications within each segment
- Adhesive demand, trends and market drivers

### COST

**Global Adhesive & Adhesive Technology Assessment for Pressure-sensitive Materials 2012** was published in October 2012. The price of a copy is €3,800/US\$4,800. You can opt for a pdf or a hard copy. Additional copies are available at €200/US\$250 each. A corporate pdf 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 will be provided at cost.

### AWA ALEXANDER WATSON ASSOCIATES

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

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