



AWA

Alexander Watson Associates

Global Sleeve Label Markets Review 2013

**A Global Market Review for Label Producers,
Material Suppliers, End Users, and all
Companies involved in the Global Sleeve Label
Market**

AWA Alexander Watson Associates

Koningin Wilhelminaplein 13
2.10.03 (Tower 2, Floor 10, Suite 3)
PO Box 69035
1060 CA Amsterdam
The Netherlands

Tel: +31 20 676 2069
Fax: +31 20 820 8633
Email: reports@awa-bv.com
Web: www.awa-bv.com

AWA North American Office

910 N Lakeshore Drive
2415
Chicago, IL 60611
USA

Tel: +1 312 943 4091
Email: reports@awa-bv.com
Web: www.awa-bv.com

AWA Alexander Watson Associates regularly publishes reports on the global and regional markets for sleeve labels. We publish detailed AWAreness™ reports and quick-scan global reviews on the market for this label technology. This is our third global review about sleeve labels.

Global Sleeve Label Markets Review 2013 provides an overview of the global sleeve label market in 2012. It complements the more comprehensive and specific studies on this rapidly growing label format routinely published by AWA.

Sleeve labels – particularly heat shrink sleeves – continue to take market share around the world from the ‘traditional’ labeling technologies – glue applied and pressure-sensitive. This packaging decoration format provides high-quality, 360-degree, head-to-toe graphics on a wide spectrum of complex container geometries.

AWA is the only market research firm that separates out individual sleeve label segments. This makes the data very useful to companies. Markets covered in the report are:

- Heat Shrink Sleeve
- Stretch Sleeve
- ROSO™MD Shrink Sleeve
- RFS MD Shrink Sleeve

COST

Global Sleeve Label Markets Review 2013 was published in March 2013.

The price of a copy is €2,200/US\$2,990. 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 at €3,300/US\$4,485.

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

Delegates to the AWA International Sleeve Label Conference & Exhibition 2013 benefit from a 10% discount!*

* Only applicable after registration. Not in combination with other discounts.

Related Event:

AWA International Sleeve Label Conference & Exhibition 2013

April 18 - 19, 2013, Amsterdam, Netherlands

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.

"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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