

AWA

Alexander Watson Associates

THE LINERLESS LABEL MARKET

2009 Global AWAreneess™ Report

A market overview of current and future opportunities



AWA Alexander Watson Associates

Koningin Wilhelminaplein 13
2.09.09 (Tower 2, Floor 9, Suite 9)
PO Box 69035
1060 CA Amsterdam
The Netherlands

Tel: +31 20 676 2069
Fax: +31 20 676 2375
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

The Linerless Label Market 2009

AWA Alexander Watson Associates have published several reports on the labelstock market. In those studies, as well as in our reports on the release liner market, we have briefly discussed linerless labeling. This is AWA's first report that focuses entirely on the linerless label technology and markets.

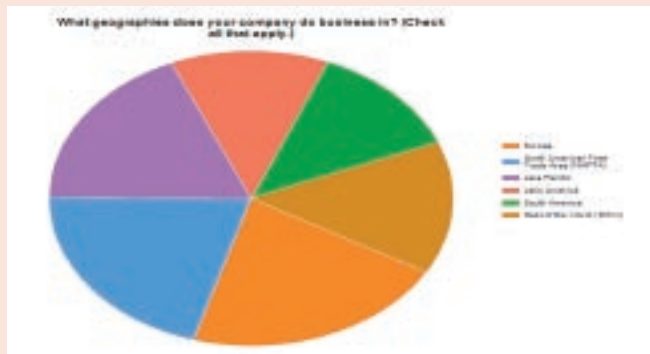
Although linerless as a material offering has been around for many years, there is still very little used in today's marketplace. There is, however, a greater level of interest and development in both materials and machinery for linerless label use today. In addition, linerless can be an eco-friendly alternative to lined self-adhesive labels.

The report will include the following:

- Historical Perspective
- Market Segmentation & Applications
- Market Demand Overview
- Market Drivers & Trends
- Demand Outlook & Opportunities
- Technology Review

Research for this study is based on secondary research, an online survey, and in-depth telephone interviews.

The scope of this report is global, although the main focus is on North America and Europe. Companies that participated in the survey generally had a global presence.



PUBLICATION AND COST

The Linerless Label Market 2009 has been published in October 2009.

The price of a hard copy or a pdf is €995/US\$1,450. Additional copies (whether hard copy or pdf) are available at €200/US\$250 each.

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 consultancy services and the possibility for tailored research.

AWA CONFERENCES & EVENTS

AWA Conferences & Events was established to expand AWA's platform of expert services for the specialty paper, film, 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.

Visit the events section of our website for an overview of events.



Please visit our website www.awa-bv.com for information about our other publications and the events we organize.

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Other AWA reports:

Global Beer Label Markets - Product
Decoration Market & Technology Study
2009

AWAreness™ Report Labeling & Product
Decoration Markets – South African
Market Review 2009

The Label Release Liner Market Worldwide
– Trends and Opportunities

Labeling Markets: Asian Market Study &
Sourcebook 2009

North American Release Liner Outlook
2009

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Product Decoration & Technology Study

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