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**NEW**

**THE EUROPEAN SPECIALTY TAPE MARKET  
SUPPLY SIDE ANALYSIS AND DEMAND SIDE  
ASSESSMENT**

**END-USER MARKET SURVEY &  
INDUSTRY REPORT 2005**

Sponsored by:



**AWA Alexander Watson Associates BV**

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# THE EUROPEAN SPECIALTY TAPE MARKET SUPPLY SIDE ANALYSIS AND DEMAND SIDE ASSESSMENT

## INTRODUCTION

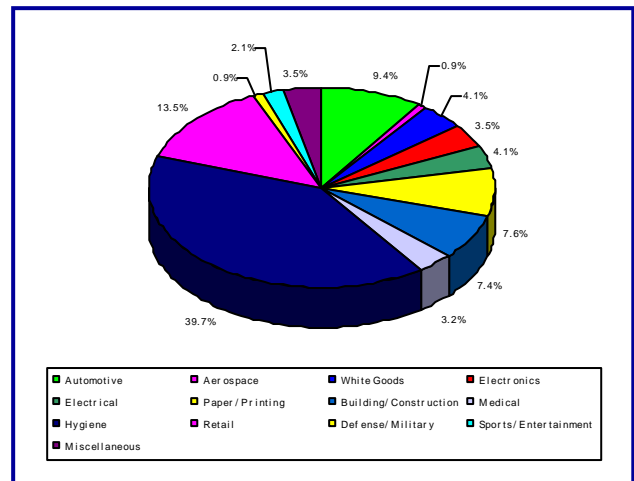
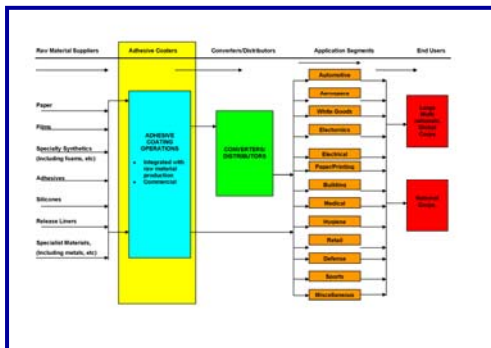
This is the third edition of the **European Specialty Tape Market: Supply Side Analysis and Demand Side Assessment** and the second edition of an Afera sponsored study. Afera is an international organization recognized as the voice of the self-adhesive tape industry. The self-adhesive tape industry has evolved over the years to become highly developed, diversified, and competitive. The study analyzes the strengths and weaknesses of the tape market and other characteristics across the value chain. It is an in-depth study on the European market for specialty tapes that aims to provide a tool to analyze the competitive positioning in various key markets and to give a quantitative assessment of the future prospects for the tape market in Europe.

## SCOPE OF THE REPORT

This supply side analysis and demand side assessment focuses on 13 end-user segments:

- Automotive
- Aerospace
- White Goods
- Electronic
- Electrical
- Paper/Printing
- Medical
- Hygiene
- Retail
- Defense/Military
- Miscellaneous

AWA Alexander Watson Associates used an extensive research methodology based on primary and secondary data collection, our in-house database of information, and access to a broad spectrum of industry contacts built up over many years across the Value Chain and in related markets.



Our investigation focused on the following countries and geographic regions:

- UK and Ireland
- Germany, Austria, Switzerland (Central Europe)
- France
- The Netherlands, Belgium, Luxembourg (Benelux)
- Spain, Portugal (Iberian Peninsula)
- Italy
- Norway, Sweden, Finland, Denmark (Scandinavia)
- Eastern Europe (including Russia)

## AWA ALEXANDER WATSON ASSOCIATES

AWA is an international market research and marketing consultancy whose specialization and expertise in the paper, film, coating, converting, and related markets extends over many years and provides a unique database of marketing information.

AWA publishes a series of multi-client studies at regular intervals. The company also provides individual clients with a range of confidential services and customized studies. AWA Conferences organizes and conducts specialized industry conferences worldwide, within specific segments.

## AVAILABILITY AND COST

**The European Specialty Tape Market: Supply Side Analysis and Demand Side Assessment** will be published in Q1, 2006. The price for subscription is € 3,500. Each subscriber will receive one copy of the report. Additional copies are available at € 200 per copy. Members of Afera can order this report through Afera.

For this study we offer the possibility for a corporate electronic use license. The price for this is additional to the hard copy price and is € 3,000. There is a € 60 charge for normal processing and handling. If express delivery is required it will be provided at cost.

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Please use the Subscriber Reply Form on the last page of this prospectus and return it to our head office. It is also possible to order this study online at [www.awa-bv.com](http://www.awa-bv.com). Members of Afera are requested to contact the Afera secretariat to order this report.

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