



**News release**

**COMING SOON: A NEW FOCUSED DATA RESOURCE ON  
LABELING AND PRODUCT DECORATION  
FROM AWA ALEXANDER WATSON ASSOCIATES**

In response to the success of their Data Transcripts market bulletins acquired last year, AWA Alexander Watson Associates announce the launch of a third monthly online updating service – this time covering *Labeling and Product Decoration Markets and Materials*.

**Up-to-the-minute market data**

Delivering current data from AWA's own research on all the extant 'label' arenas -- including sleeving and in-mould labels as well as wet-glue and self-adhesive -- and additionally highlighting other news on market and material developments and innovations, *Data Transcripts: Labeling and Product Decoration Markets and Materials* will launch in September on an annual subscription basis. Says Corey Reardon, President and CEO of AWA Alexander Watson Associates: 'this is a resource that will be of real value to converters, suppliers, packagers, and brand owners who are looking for a quick and easy, user-friendly way to keep abreast of all aspects of the product decoration industry, on a regular basis.'

**New pathways to market information**

The new online bulletin complements *Data Transcripts: Self-adhesive and Release Liner Markets and Materials* and *Data Transcripts: Flexible Packaging Markets and Materials*, which have established a solid following in their respective areas and now,

says Reardon, 'represent a great addition to our portfolio of market data and reports on the packaging and converting markets in which we have recognized expertise.'

Annual subscriptions to *Data Transcripts: Labeling and Product Decoration Markets and Materials* can be arranged via the AWA Alexander Watson Associates website, [www.awa-bv.com](http://www.awa-bv.com).

An annual subscription is available for € 450 / US\$595.

Subscribers to other Data Transcript publications Self-adhesive and Release Liner Markets and Materials and Flexible Packaging Markets and Materials benefit from a 10% combination discount.

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**Issued on behalf of AWA Alexander Watson Associates by  
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