



**News release**

**NEW NAME FOR ESTABLISHED AWA DATA RESOURCE**

**Release liner's role underlined**

AWA Alexander Watson Associates announce that, from this month, they have renamed their monthly online market bulletin on self-adhesive markets and materials as *Data Transcripts: Self-adhesive and Release Liner Markets and Materials* -- 'to honor the key role played by release liners in these segments, which already feature in the content of the bulletin, and better to reflect the depth of research and reporting on release liner which is a core feature of our published market reports and which also characterizes our *Data Transcripts*', says Corey M Reardon, President and CEO, AWA Alexander Watson Associates.

*Data Transcripts: Self-adhesive and Release Liner Markets and Materials* complements a sister online resource, *Data Transcripts: Flexible Packaging Markets and Materials*, and both are available to order on an annual subscription basis via the AWA Alexander Watson Associates website, [www.awa-bv.com](http://www.awa-bv.com).

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