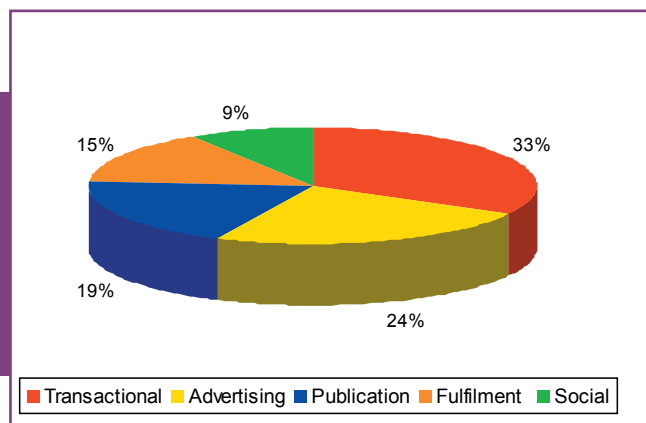


AWAreness™ Report

European Outlook for the Envelope Market 2010

Prospects for Envelope Makers and Envelope Material Suppliers



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European Outlook for the Envelope Market 2010

Since 1988, AWA has periodically published multi-client reports on the European market for envelopes, focusing on the changing nature of the envelopes business in terms of markets, materials used and companies involved.

The last edition in this series was published in 2006. At the time, the market showed moderate growth, but we pointed out that long-term expectations were pessimistic. The recent economic downturn has also negatively affected the demand for envelopes, but the market for envelopes is still a major business. Production expertise and marketing skills are now more important than ever. This report will provide the necessary knowledge about today's marketplace.

This new study focuses on the important aspects of changes that are occurring, especially in the markets and materials used, as well as in the production and distribution of envelopes.

The report covers all types of preformed envelopes. Traditionally these are made with papers, but we also include preformed envelopes made with films. In addition, we assess the impact of alternative envelope systems such as plastic wrappings and business mailers; as well as alternative communications media.

The geographic coverage of the report is Europe. We have sub-segmented the European market into the following areas:

- Western Europe
- Nordic Countries
- Central Europe
- Southern Europe
- Eastern Europe

In addition, global developments that affect the European market are highlighted.

In compiling the data for this study, we have used our extensive contacts among envelope equipment suppliers, paper and film producers, envelope manufacturers, distributors and end users; to which we have added a thorough search of all available published information on mailing trends and developments.

AVAILABILITY AND SUBSCRIPTION PRICE

European Outlook for the Envelope Market 2010 has been published in November 2009.

The price of a hard copy or a PDF is €3,800/US\$4,800. Additional copies (whether hard copy or pdf) are available at €200/US\$250 each. A Corporate PDF Site License is available at €5,700/US\$7,200.

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

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.

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