

**ABSTRACT:**

AWA Alexander Watson Associates, founded in 1971, is a market research and consulting company specialised in labeling, release liner, converting and related industries. The company is headquartered in Amsterdam, the Netherlands, and has regional offices across the globe. In his presentation Mr Mulari will give a market overview and discuss opportunities regarding product decoration and different labeling formats. The content of this presentation is based on recently published AWA Global Labeling & Product Decoration Market Review 2016, which is available on AWA website.