

Synthetic Paper Market by Type (Biaxially Oriented Polypropylene (BOPP), High Density Polyethylene (HDPE), Polyethylene Terephthalate (PET), and Others), Application (Label, Non-Label), End Use Industry (Industrial, Institutional, Commercial/Retail), and Region 2024-2032

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Abstracts

The global synthetic paper market size reached US\$ 1,007.3 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,857.8 Million by 2032, exhibiting a growth rate (CAGR) of 6.83% during 2024-2032. The market is experiencing moderate growth driven by environmental sustainability, durability and longevity offered by the product, rising printability and customization options, water and tear resistance, and expanding applications in labeling and packaging.

Synthetic Paper Market Trends: Environmental Sustainability

The growing concern for environmental sustainability is a significant driver of the global synthetic paper market. With increased awareness about deforestation and the environmental impact of traditional paper production, businesses and consumers are seeking alternatives. Synthetic paper, made from non-wood materials such as, polypropylene or polyester, is seen as an eco-friendlier option. It reduces the need for cutting down trees, conserving forests, and reducing greenhouse gas emissions associated with paper production. Additionally, synthetic paper is often recyclable and can be reused, further reducing its environmental footprint. Companies are increasingly adopting synthetic paper to align with their sustainability goals and meet consumer demand for eco-friendly products.

Durability and Longevity Offered by the Product

Another driving factor in the global synthetic paper market is its superior durability and longevity compared to traditional paper. Synthetic paper is known for its resistance to tearing, moisture, chemicals, and UV rays. This makes it ideal for applications where traditional paper would deteriorate quickly, such as outdoor signage, maps, and labels on products exposed to harsh conditions. The longevity of synthetic paper ensures that information and branding remain intact over an extended period, reducing the need for frequent replacements. This saves costs for businesses and also minimizes waste. For instance, synthetic labels on products can endure throughout the lifecycle of this product, reducing the need for label replacements due to wear and tear.

Printability and Customization

Synthetic paper can be customized to meet specific printing requirements, whether for vibrant graphics, high-resolution images, or intricate details. It readily accepts various printing methods, including offset, digital, and flexographic printing. This adaptability makes synthetic paper a preferred choice for applications such as, advertising materials, brochures, and packaging. Companies can create visually appealing and informative print materials with ease. The ability to reproduce intricate designs and maintain print quality even in challenging environments, such as wet or outdoor settings, is a significant advantage. Moreover, compatibility of synthetic paper with a wide range of ink types and printing equipment allows businesses to explore creative and innovative marketing strategies.

Water and Tear Resistance

The inherent water and tear resistance of synthetic paper are driving its adoption in various industries. Unlike traditional paper, which can become easily damaged when exposed to moisture or rough handling, synthetic paper maintains its integrity. This property makes it highly suitable for applications where durability and resistance to external factors are crucial. In the packaging industry, for instance, synthetic paper is preferred for labels and tags on products that may come into contact with liquids or experience rough handling during shipping and storage. It ensures that essential product information remains legible and intact. Similarly, synthetic paper is used for outdoor signage, banners, and posters where exposure to rain and adverse weather conditions is common. Its resistance to water ensures that the messaging and branding remain effective, even in challenging outdoor environments. Additionally, the tear

resistance of synthetic paper is valuable in applications where the risk of physical damage is high. For instance, in industrial settings where manuals and instructional materials are frequently used, synthetic paper ensures that vital information remains accessible and intact despite handling.

Expanding Applications in Labeling and Packaging

The increasing demand for labeling and packaging solutions across various industries is a major driver of the global synthetic paper market. The versatility and suitability of this paper for these applications are well-recognized. In the food and beverage industry, synthetic paper is commonly used for labels on products that require moisture-resistant and durable packaging. It ensures that essential product information, branding, and regulatory details remain intact and visually appealing. Similarly, the pharmaceutical and healthcare sectors rely on synthetic paper for labeling prescription medications and medical devices. The ability to maintain the integrity of critical information on these products is vital for patient safety and regulatory compliance. Additionally, the growth of e-commerce has boosted the demand for synthetic paper in packaging. With the rise of online shopping, businesses require durable and customizable packaging solutions to protect products during transit and create a positive unboxing experience for consumers.

Synthetic Paper Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on type, application, and end use industry.

Breakup by Type:

Biaxially Oriented Polypropylene (BOPP)

High Density Polyethylene (HDPE)

Polyethylene Terephthalate (PET)

Others

Biaxially oriented polypropylene (BOPP) accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the type. This includes biaxially oriented polypropylene (BOPP), high density polyethylene (HDPE), polyethylene terephthalate (PET), and others. According to the report, BOPP represented the largest segment.

Breakup by Application:

- Label
- Hand Tags
- Medical Tags
- Others
- Non-Label
- Packaging
- Documents
- Others

Non-label holds the largest share in the industry

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes label (hand tags, medical tags, and others) and non-label (packaging, documents, and others). According to the report, non-label accounted for the largest market share.

Breakup by End Use:

- Industrial
- Institutional
- Commercial/Retail

Industrial represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the end use. This includes industrial, institutional, and commercial/retail. According to the report, industrial represented the largest segment.

Breakup by Region:

- North America
- United States
- Canada
- Europe
- Germany
- France

United Kingdom
Italy
Spain
Russia
Others
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Asia Pacific leads the market, accounting for the largest synthetic paper market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Agfa-Gevaert N.V.
Aluminium F?ron GmbH & Co. KG
Arjobex SAS
Cosmo First Limited
HOP Industries Corporation
MDV Papier- und Kunststoffveredelung GmbH
Nan Ya Plastics Corporation

PPG Industries Inc.
RELYCO
Seiko Epson Corporation
Toyobo Co. Ltd.
Transcendia Inc.
Yupo Corporation

Key Questions Answered in This Report

1. What was the size of the global synthetic paper market in 2023?
2. What is the expected growth rate of the global synthetic paper market during 2024-2032?
3. What are the key factors driving the global synthetic paper market?
4. What has been the impact of COVID-19 on the global synthetic paper market?
5. What is the breakup of the global synthetic paper market based on the type?
6. What is the breakup of the global synthetic paper market based on the application?
7. What is the breakup of the global synthetic paper market based on the end use industry?
8. What are the key regions in the global synthetic paper market?
9. Who are the key players/companies in the global synthetic paper market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL SYNTHETIC PAPER MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Biaxially Oriented Polypropylene (BOPP)
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 High Density Polyethylene (HDPE)
 - 6.2.1 Market Trends

- 6.2.2 Market Forecast
- 6.3 Polyethylene Terephthalate (PET)
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Others
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

- 7.1 Label
 - 7.1.1 Market Trends
 - 7.1.2 Key Segments
 - 7.1.2.1 Hand Tags
 - 7.1.2.2 Medical Tags
 - 7.1.2.3 Others
 - 7.1.3 Market Forecast
- 7.2 Non-Label
 - 7.2.1 Market Trends
 - 7.2.2 Key Segment
 - 7.2.2.1 Packaging
 - 7.2.2.2 Documents
 - 7.2.2.3 Others
 - 7.2.3 Market Forecast

8 MARKET BREAKUP BY END USE INDUSTRY

- 8.1 Industrial
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Institutional
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Commercial/Retail
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

9.2.4 South Korea

9.2.4.1 Market Trends

9.2.4.2 Market Forecast

9.2.5 Australia

9.2.5.1 Market Trends

9.2.5.2 Market Forecast

9.2.6 Indonesia

9.2.6.1 Market Trends

9.2.6.2 Market Forecast

9.2.7 Others

9.2.7.1 Market Trends

9.2.7.2 Market Forecast

9.3 Europe

9.3.1 Germany

9.3.1.1 Market Trends

9.3.1.2 Market Forecast

9.3.2 France

9.3.2.1 Market Trends

9.3.2.2 Market Forecast

9.3.3 United Kingdom

9.3.3.1 Market Trends

9.3.3.2 Market Forecast

- 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
- 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

- 10.1 Overview
- 10.2 Drivers
- 10.3 Restraints
- 10.4 Opportunities

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 Agfa-Gevaert N.V.
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.1.3 Financials
 - 14.3.1.4 SWOT Analysis
 - 14.3.2 Aluminium Feron GmbH & Co. KG
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.3 Arjobex SAS
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.4 Cosmo First Limited
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.4.3 Financials
 - 14.3.5 HOP Industries Corporation
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.6 MDV Papier- und Kunststoffveredelung GmbH
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.7 Nan Ya Plastics Corporation
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio

- 14.3.7.3 Financials
- 14.3.7.4 SWOT Analysis
- 14.3.8 PPG Industries Inc.
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 Financials
 - 14.3.8.4 SWOT Analysis
- 14.3.9 RELYCO
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
- 14.3.10 Seiko Epson Corporation
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
 - 14.3.10.3 Financials
 - 14.3.10.4 SWOT Analysis
- 14.3.11 Toyobo Co. Ltd.
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio
 - 14.3.11.3 Financials
 - 14.3.11.4 SWOT Analysis
- 14.3.12 Transcendia Inc.
 - 14.3.12.1 Company Overview
 - 14.3.12.2 Product Portfolio
- 14.3.13 Yupo Corporation
 - 14.3.13.1 Company Overview
 - 14.3.13.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Synthetic Paper Market: Key Industry Highlights, 2023 & 2032

Table 2: Global: Synthetic Paper Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 3: Global: Synthetic Paper Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 4: Global: Synthetic Paper Market Forecast: Breakup by End Use Industry (in Million US\$), 2024-2032

Table 5: Global: Synthetic Paper Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Synthetic Paper Market: Competitive Structure

Table 7: Global: Synthetic Paper Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Synthetic Paper Market: Major Drivers and Challenges

Figure 2: Global: Synthetic Paper Market: Sales Value (in Million US\$), 2018-2023

Figure 3: Global: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 4: Global: Synthetic Paper Market: Breakup by Type (in %), 2023

Figure 5: Global: Synthetic Paper Market: Breakup by Application (in %), 2023

Figure 6: Global: Synthetic Paper Market: Breakup by End Use Industry (in %), 2023

Figure 7: Global: Synthetic Paper Market: Breakup by Region (in %), 2023

Figure 8: Global: Synthetic Paper (Biaxially Oriented Polypropylene (BOPP)) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Synthetic Paper (Biaxially Oriented Polypropylene (BOPP)) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Synthetic Paper (High Density Polyethylene (HDPE)) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Synthetic Paper (High Density Polyethylene (HDPE)) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Synthetic Paper (Polyethylene Terephthalate (PET)) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Synthetic Paper (Polyethylene Terephthalate (PET)) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Synthetic Paper (Other Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Synthetic Paper (Other Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Synthetic Paper (Label) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Synthetic Paper (Label) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Synthetic Paper (Non-Label) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Synthetic Paper (Non-Label) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Synthetic Paper (Industrial) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Synthetic Paper (Industrial) Market Forecast: Sales Value (in Million

US\$), 2024-2032

Figure 22: Global: Synthetic Paper (Institutional) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Synthetic Paper (Institutional) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Synthetic Paper (Commercial/Retail) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Synthetic Paper (Commercial/Retail) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: North America: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: North America: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: United States: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: United States: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Canada: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Canada: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Asia-Pacific: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Asia-Pacific: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: China: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: China: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Japan: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Japan: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: India: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: India: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: South Korea: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: South Korea: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Australia: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Australia: Synthetic Paper Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 44: Indonesia: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Indonesia: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Others: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Others: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Europe: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Europe: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Germany: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Germany: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: France: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: France: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: United Kingdom: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: United Kingdom: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Italy: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Italy: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Spain: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Spain: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Russia: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Russia: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Others: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Others: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Latin America: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Latin America: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: Brazil: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Brazil: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Mexico: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Mexico: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Others: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Others: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Middle East and Africa: Synthetic Paper Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Middle East and Africa: Synthetic Paper Market: Breakup by Country (in %), 2023

Figure 74: Middle East and Africa: Synthetic Paper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Global: Synthetic Paper Industry: Drivers, Restraints, and Opportunities

Figure 76: Global: Synthetic Paper Industry: Value Chain Analysis

Figure 77: Global: Synthetic Paper Industry: Porter's Five Forces Analysis

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