

# **Paper Dyes Market by Type (Sulphur Dyes, Direct Dyes, Basic Dyes, and Acid Dyes), Form (Powder and Liquid), Application (Packaging & Board, Coated Paper, Writing & Printing, Tissues, Decorative Laminated Paper), and Region - Global Forecast to 2022**

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## **Abstracts**

The rising use of paper dyes in the packaging & board, writing & printing papers, and coated papers, and high growth of the paper industry in emerging countries are driving the paper dyes market.

The paper dyes market is expected to grow from USD 920.4 million in 2017 to USD 1,099.3 million by 2022, at a CAGR of 3.62% between 2017 and 2022. Dyes are transparent, unlike pigments due to which, they have an additive effect on colors, mainly depending on the substrate color. The paper application involves the addition of dyes to paper in the pulper during stock preparation. Dyes are mainly used in printing & writing, coated paper, tissue & toweling, package & board, copier papers, envelope grades, decorative laminated paper, and newsprint applications. The increasing demand for paper dyes for applications such as coated paper, writing & printing paper, decorative papers, and packaging boards is driving the paper dyes market. The global paper dyes market is witnessing a shift in consumption and production capacity from developed markets to emerging markets due to factors such as economic growth rate, growing manufacturing industries, cheap labor, and easy availability of raw materials. Several environmental hazards are associated with the manufacturing and use of paper dyes, such as water pollution. Thus, stringent government regulations on the manufacturing of dyes, especially in Europe and North America, is restricting the growth of the paper dyes market globally.

The packaging & board application segment of the paper dyes market is projected to grow at the highest CAGR during the forecast period.

Based on application, the packaging & board segment is projected to grow at the highest CAGR from 2017 to 2022. Paper dyes play a vital role in the paper manufacturing process for imparting colors in papers. Paper dyes are used in packaging applications, including sacks, egg boxes, carton board, fiberboard, and kraftliners. The demand for paper dyes for the packaging & board application is gaining momentum due to the rising need for paper & boards from e-commerce industries, which require quality packaging paper and board packaging solutions.

Rising demand for paper dyes in the Asia Pacific is driving the paper dyes market.

The paper dyes market in the Asia Pacific region is projected to grow at the highest CAGR during the forecast period, which can be attributed to the easy availability of raw materials, growing industry alliances, and less stringent regulations for the manufacturing of paper dyes. The Asia Pacific is a strategic location for paper dyes manufacturers, as global economic slowdown has encouraged several established manufacturers to expand their manufacturing facilities in the region and, thus, increase their sales. The growth of the Asia Pacific market is expected to be driven by China, India, and Japan. Key manufacturers of paper dyes are focusing on expanding their base in the Asia Pacific region to increase their market shares and enhance profit margins.

The breakdown of primary interviews is given below:

By Company Type: Tier 1 - 46%, Tier 2 - 31%, and Tier 3 - 23%

By Designation: C-Level Executives - 54%, Directors - 31%, and Others - 15%

By Region: North America - 23%, Europe - 31%, Asia Pacific - 38%, and RoW - 8%

The report provides company profiles and details of competitive strategies adopted by key market players, such as BASF (Germany), Archroma (Switzerland), DyStar (Singapore), Atul Ltd. (India), KEMIRA OYJ (Finland), Synthesia (Czech Republic), Axyntis Group (France), Vipul Organics (India), Standard Colors (US), Keystone Aniline

(US), Cromatos (Italy), Thermax (India), and Organic Dyes and Pigments (US).

### Research Coverage

The paper dyes market has been segmented on the basis of type, form, application, and region. The report covers the paper dyes market, in terms of value and volume, and forecasts its market size till 2022. It also provides company profiles and details of competitive strategies adopted by key players operating in the paper dyes market.

### Reasons to Buy the Report

The report will help market leaders/new entrants in this market in the following ways:

1. The report segments the paper dyes market comprehensively and provides the closest approximations of the revenues for the overall market and the subsegments across different verticals and regions.
2. The report helps stakeholders understand the pulse of the market and provides information on key market drivers, restraints, opportunities, and challenges.
3. The report helps stakeholders understand their competitors and gain additional insights into the business. The competitive landscape section includes expansions, new product launches, partnerships & collaborations, and mergers & acquisitions.

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
  - 1.3.1 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 UNIT CONSIDERED
- 1.6 LIMITATIONS
- 1.7 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
    - 2.1.1.1 Key data from secondary sources
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Key data from primary sources
    - 2.1.2.2 Breakdown of primary interviews
- 2.2 MARKET SIZE ESTIMATION
  - 2.2.1 BOTTOM-UP APPROACH
  - 2.2.2 TOP-DOWN APPROACH
- 2.3 DATA TRIANGULATION
- 2.4 ASSUMPTIONS

### 3 EXECUTIVE SUMMARY

### 4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE PAPER DYES MARKET
- 4.2 PAPER DYES MARKET, BY TYPE
- 4.3 APAC PAPER DYES MARKET, BY COUNTRY AND TYPE
- 4.4 PAPER DYES MARKET, BY APPLICATION
- 4.5 PAPER DYES MARKET, BY REGION

### 5 MARKET OVERVIEW

## 5.1 INTRODUCTION

## 5.2 MARKET DYNAMICS

### 5.2.1 DRIVERS

5.2.1.1 Increasing demand from applications

### 5.2.2 RESTRAINTS

5.2.2.1 Volatile raw material prices

5.2.2.2 Growing digitalization

### 5.2.3 OPPORTUNITIES

5.2.3.1 Focus on environmentally sustainable dyes

### 5.2.4 CHALLENGES

5.2.4.1 Environmental regulations

## 5.3 PORTER'S FIVE FORCES ANALYSIS

5.3.1 BARGAINING POWER OF SUPPLIERS

5.3.2 BARGAINING POWER OF BUYERS

5.3.3 THREAT OF NEW ENTRANTS

5.3.4 THREAT OF SUBSTITUTES

5.3.5 INTENSITY OF COMPETITIVE RIVALRY

## 5.4 MACROECONOMIC OVERVIEW AND KEY TRENDS

5.4.1 INTRODUCTION

5.4.2 TRENDS AND FORECAST OF GDP

5.4.3 GLOBAL PAPER & PULP PRODUCTION

## 6 PAPER DYES MARKET, BY FORM

### 6.1 INTRODUCTION

### 6.2 LIQUID PAPER DYES

### 6.3 POWDER PAPER DYES

## 7 PAPER DYES MARKET, BY TYPE

### 7.1 INTRODUCTION

### 7.2 SULFUR PAPER DYES

### 7.3 DIRECT PAPER DYES

### 7.4 BASIC PAPER DYES

### 7.5 ACID PAPER DYES

## 8 PAPER DYES MARKET, BY APPLICATION

### 8.1 INTRODUCTION

8.2 PACKAGING & BOARD

8.3 COATED PAPER

8.4 WRITING & PRINTING

8.5 TISSUES

8.6 OTHERS

## **9 PAPER DYES MARKET, BY REGION**

9.1 INTRODUCTION

9.2 NORTH AMERICA

9.2.1 US

9.2.2 CANADA

9.2.3 MEXICO

9.3 EUROPE

9.3.1 GERMANY

9.3.2 FRANCE

9.3.3 ITALY

9.3.4 UK

9.3.5 REST OF EUROPE

9.4 APAC

9.4.1 CHINA

9.4.2 JAPAN

9.4.3 INDIA

9.4.4 SOUTH KOREA

9.4.5 REST OF APAC

9.5 MIDDLE EAST & AFRICA

9.5.1 SAUDI ARABIA

9.5.2 SOUTH AFRICA

9.5.3 REST OF THE MIDDLE EAST & AFRICA

9.6 SOUTH AMERICA

9.6.1 BRAZIL

9.6.2 ARGENTINA

9.6.3 REST OF SOUTH AMERICA

## **10 COMPETITIVE LANDSCAPE**

10.1 INTRODUCTION

10.2 MARKET RANKING OF KEY PLAYERS

10.2.1 BASF

- 10.2.2 ARCHROMA
- 10.2.3 ATUL LTD.
- 10.2.4 DYSTAR
- 10.2.5 KEMIRA OYJ
- 10.3 COMPETITIVE SCENARIO
  - 10.3.1 NEW PRODUCT LAUNCHES
  - 10.3.2 EXPANSIONS
  - 10.3.3 MERGERS & ACQUISITIONS

## **11 COMPANY PROFILES**

(Business Overview, Products Offered, Recent Developments, SWOT Analysis, MnM View)\*

- 11.1 BASF
- 11.2 ARCHROMA
- 11.3 ATUL LTD.
- 11.4 DYSTAR
- 11.5 KEMIRA OYJ
- 11.6 AXYNTIS GROUP
- 11.7 CROMATOS
- 11.8 KEYSTONE ANILINE
- 11.9 ORGANIC DYES AND PIGMENTS (ORCO)
- 11.10 SYNTHESIA
- 11.11 STANDARD COLORS
- 11.12 THERMAX
- 11.13 VIPUL ORGANICS

\*Details on Business Overview, Products Offered, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

- 11.14 OTHER COMPANIES
  - 11.14.1 ALLIANCE ORGANICS
  - 11.14.2 BHANU DYES
  - 11.14.3 BURBOYA AS
  - 11.14.4 CHROMATECH INCORPORATED
  - 11.14.5 KRISHNA INDUSTRIES
  - 11.14.6 KOLOR JET CHEMICAL
  - 11.14.7 KEVIN INDIA
  - 11.14.8 ORION COLORCHEM INDUSTRIES
  - 11.14.9 RED SUN DYE CHEM
  - 11.14.10 SHREEM INDUSTRIES

- 11.14.11 STERLING PIGMENTS & CHEMICALS
- 11.14.12 SETA? COLOR CENTER
- 11.14.13 SATYAWATI CHEMICALS
- 11.14.14 VICTOR COLOR INDUSTRIES
- 11.14.15 YOGESH DYESTUFF PRODUCTS

## **12 APPENDIX**

- 12.1 INSIGHTS FROM INDUSTRY EXPERTS
- 12.2 DISCUSSION GUIDE
- 12.3 KNOWLEDGE STORE: MARKETSandMARKETS SUBSCRIPTION PORTAL
- 12.4 AVAILABLE CUSTOMIZATIONS
- 12.5 RELATED REPORTS
- 12.6 AUTHOR DETAILS



## List Of Tables

### LIST OF TABLES

- TABLE 1 TRENDS AND FORECAST OF GDP, 2016–2022 (USD BILLION)
- TABLE 2 PAPER PRODUCTION, BY TYPE, 2012–2015 (THOUSAND METRIC TON)
- TABLE 3 PAPER & BOARD AND PULP CONSUMPTION, BY REGION, 2015 (KILOTON)
- TABLE 4 PAPER DYES MARKET SIZE, BY FORM, 2015–2022 (USD MILLION)
- TABLE 5 PAPER DYES MARKET SIZE, BY FORM, 2015–2022 (KILOTON)
- TABLE 6 LIQUID PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)
- TABLE 7 LIQUID PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (KILOTON)
- TABLE 8 POWDER PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)
- TABLE 9 POWDER PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (KILOTON)
- TABLE 10 PAPER DYES MARKET SIZE, BY TYPE, 2015–2022 (USD MILLION)
- TABLE 11 PAPER DYES MARKET SIZE, BY TYPE, 2015–2022 (KILOTON)
- TABLE 12 SULFUR PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)
- TABLE 13 SULFUR PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (KILOTON)
- TABLE 14 DIRECT PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)
- TABLE 15 DIRECT PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (KILOTON)
- TABLE 16 BASIC PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)
- TABLE 17 BASIC PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (KILOTON)
- TABLE 18 ACID PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)
- TABLE 19 ACID PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (KILOTON)
- TABLE 20 PAPER DYES MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)
- TABLE 21 PAPER DYES MARKET SIZE, BY APPLICATION, 2015–2022 (KILOTON)
- TABLE 22 PAPER DYES MARKET SIZE IN PACKAGING & BOARD APPLICATION, BY REGION, 2015–2022 (USD MILLION)
- TABLE 23 PAPER DYES MARKET SIZE IN PACKAGING & BOARD APPLICATION,

BY REGION, 2015–2022 (KILOTON)

TABLE 24 PAPER DYES MARKET SIZE IN COATED PAPER APPLICATION, BY REGION, 2015–2022 (USD MILLION)

TABLE 25 PAPER DYES MARKET SIZE IN COATED PAPER APPLICATION, BY REGION, 2015–2022 (KILOTON)

TABLE 26 PAPER DYES MARKET SIZE IN WRITING & PRINTING APPLICATION, BY REGION, 2015–2022 (USD MILLION)

TABLE 27 PAPER DYES MARKET SIZE IN WRITING & PRINTING APPLICATION, BY REGION, 2015–2022 (KILOTON)

TABLE 28 PAPER DYES MARKET SIZE IN TISSUES APPLICATION, BY REGION, 2015–2022 (USD MILLION)

TABLE 29 PAPER DYES MARKET SIZE IN TISSUES APPLICATION, BY REGION, 2015–2022 (KILOTON)

TABLE 30 PAPER DYES MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2015–2022 (USD MILLION)

TABLE 31 PAPER DYES MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2015–2022 (KILOTON)

TABLE 32 PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

TABLE 33 PAPER DYES MARKET SIZE, BY REGION, 2015–2022 (KILOTON)

TABLE 34 NORTH AMERICA: PAPER DYES MARKET SIZE, BY FORM, 2015–2022 (USD MILLION)

TABLE 35 NORTH AMERICA: PAPER DYES MARKET SIZE, BY FORM, 2015–2022 (KILOTON)

TABLE 36 NORTH AMERICA: PAPER DYES MARKET SIZE, BY TYPE, 2015–2022 (USD MILLION)

TABLE 37 NORTH AMERICA: PAPER DYES MARKET SIZE, BY TYPE, 2015–2022 (KILOTON)

TABLE 38 NORTH AMERICA: PAPER DYES MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

TABLE 39 NORTH AMERICA: PAPER DYES MARKET SIZE, BY APPLICATION, 2015–2022 (KILOTON)

TABLE 40 NORTH AMERICA: PAPER DYES MARKET SIZE, BY COUNTRY, 2015–2022 (USD MILLION)

TABLE 41 NORTH AMERICA: PAPER DYES MARKET SIZE, BY COUNTRY, 2015–2022 (KILOTON)

TABLE 42 EUROPE: PAPER DYES MARKET SIZE, BY FORM, 2015–2022 (USD MILLION)

TABLE 43 EUROPE: PAPER DYES MARKET SIZE, BY FORM, 2015–2022 (KILOTON)

TABLE 44 EUROPE: PAPER DYES MARKET SIZE, BY TYPE, 2015–2022 (USD

MILLION)

TABLE 45 EUROPE: PAPER DYES MARKET SIZE, BY TYPE, 2015–2022 (KILOTON)

TABLE 46 EUROPE: PAPER DYES MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

TABLE 47 EUROPE: PAPER DYES MARKET SIZE, BY APPLICATION, 2015–2022 (KILOTON)

TABLE 48 EUROPE: PAPER DYES MARKET SIZE, BY COUNTRY, 2015–2022 (USD MILLION)

TABLE 49 EUROPE: PAPER DYES MARKET SIZE, BY COUNTRY, 2015–2022 (KILOTON)

TABLE 50 APAC: PAPER DYES MARKET SIZE, BY FORM, 2015–2022 (USD MILLION)

TABLE 51 APAC: PAPER DYES MARKET SIZE, BY FORM, 2015–2022 (KILOTON)

TABLE 52 APAC: PAPER DYES MARKET SIZE, BY TYPE, 2015–2022 (USD MILLION)

TABLE 53 APAC: PAPER DYES MARKET SIZE, BY TYPE, 2015–2022 (KILOTON)

TABLE 54 APAC: PAPER DYES MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

TABLE 55 APAC: PAPER DYES MARKET SIZE, BY APPLICATION, 2015–2022 (KILOTON)

TABLE 56 APAC: PAPER DYES MARKET SIZE, BY COUNTRY, 2015–2022 (USD MILLION)

TABLE 57 APAC: PAPER DYES MARKET SIZE, BY COUNTRY, 2015–2022 (KILOTON)

TABLE 58 MIDDLE EAST & AFRICA: PAPER DYES MARKET SIZE, BY FORM, 2015–2022 (USD MILLION)

TABLE 59 MIDDLE EAST & AFRICA: PAPER DYES MARKET SIZE, BY FORM, 2015–2022 (KILOTON)

TABLE 60 MIDDLE EAST & AFRICA: PAPER DYES MARKET SIZE, BY TYPE, 2015–2022 (USD MILLION)

TABLE 61 MIDDLE EAST & AFRICA: PAPER DYES MARKET SIZE, BY TYPE, 2015–2022 (KILOTON)

TABLE 62 MIDDLE EAST & AFRICA: PAPER DYES MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

TABLE 63 MIDDLE EAST & AFRICA: PAPER DYES MARKET SIZE, BY APPLICATION, 2015–2022 (KILOTON)

TABLE 64 MIDDLE EAST & AFRICA: PAPER DYES MARKET SIZE, BY COUNTRY, 2015–2022 (USD MILLION)

TABLE 65 MIDDLE EAST & AFRICA: PAPER DYES MARKET SIZE, BY COUNTRY,

2015–2022 (KILOTON)

TABLE 66 SOUTH AMERICA: PAPER DYES MARKET SIZE, BY FORM, 2015–2022 (USD MILLION)

TABLE 67 SOUTH AMERICA: PAPER DYES MARKET SIZE, BY FORM, 2015–2022 (KILOTON)

TABLE 68 SOUTH AMERICA: PAPER DYES MARKET SIZE, BY TYPE, 2015–2022 (USD MILLION)

TABLE 69 SOUTH AMERICA: PAPER DYES MARKET SIZE, BY TYPE, 2015–2022 (KILOTON)

TABLE 70 SOUTH AMERICA: PAPER DYES MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

TABLE 71 SOUTH AMERICA: PAPER DYES MARKET SIZE, BY APPLICATION, 2015–2022 (KILOTON)

TABLE 72 SOUTH AMERICA: PAPER DYES MARKET SIZE, BY COUNTRY, 2015–2022 (USD MILLION)

TABLE 73 SOUTH AMERICA: PAPER DYES MARKET SIZE, BY COUNTRY, 2015–2022 (KILOTON)

TABLE 74 NEW PRODUCT LAUNCHES, 2013–2017

TABLE 75 EXPANSIONS, 2013–2017

TABLE 76 MERGERS & ACQUISITIONS, 2013–2017

## List Of Figures

### LIST OF FIGURES

FIGURE 1 PAPER DYES MARKET SEGMENTATION

FIGURE 2 PAPER DYES MARKET: RESEARCH DESIGN

FIGURE 3 PAPER DYES MARKET: BOTTOM-UP APPROACH

FIGURE 4 PAPER DYES MARKET: TOP-DOWN APPROACH

FIGURE 5 PAPER DYES MARKET: DATA TRIANGULATION

FIGURE 6 LIQUID PAPER DYES TO DOMINATE THE MARKET

FIGURE 7 DIRECT PAPER DYES TO BE THE FASTEST-GROWING TYPE OF PAPER DYES

FIGURE 8 PACKAGING & BOARD TO BE THE LARGEST APPLICATION OF PAPER DYES

FIGURE 9 APAC TO BE THE LARGEST PAPER DYES MARKET

FIGURE 10 INCREASING USE IN PACKAGING & BOARD AND COATED PAPER APPLICATIONS TO DRIVE THE PAPER DYES MARKET

FIGURE 11 DIRECT PAPER DYES TO BE THE FASTEST-GROWING TYPE OF PAPER DYES

FIGURE 12 DIRECT PAPER DYES TO BE THE LARGEST TYPE SEGMENT OF THE APAC MARKET IN 2017

FIGURE 13 PACKAGING & BOARD WAS THE LARGEST APPLICATION OF PAPER DYES IN 2016

FIGURE 14 APAC TO BE THE FASTEST-GROWING PAPER DYES MARKET

FIGURE 15 OVERVIEW OF FACTORS GOVERNING THE PAPER DYES MARKET

FIGURE 16 PAPER DYES MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 17 DIRECT PAPER DYES TO LEAD THE PAPER DYES MARKET

FIGURE 18 PACKAGING & BOARD TO BE THE LARGEST APPLICATION OF PAPER DYES

FIGURE 19 APAC TO BE THE FASTEST-GROWING PAPER DYES MARKET

FIGURE 20 US TO BE THE LARGEST PAPER DYES MARKET IN NORTH AMERICA

FIGURE 21 EUROPE: PAPER DYES MARKET SNAPSHOT

FIGURE 22 APAC: PAPER DYES MARKET SNAPSHOT

FIGURE 23 BRAZIL TO BE THE LARGEST PAPER DYES MARKET IN SOUTH AMERICA

FIGURE 24 COMPANIES MAJORLY ADOPTED THE STRATEGY OF MERGERS & ACQUISITIONS BETWEEN 2013 AND 2017

FIGURE 25 BASF LED THE PAPER DYES MARKET IN 2017

FIGURE 26 BASF: COMPANY SNAPSHOT

FIGURE 27 BASF: SWOT ANALYSIS  
FIGURE 28 ARCHROMA: SWOT ANALYSIS  
FIGURE 29 ATUL LTD.: COMPANY SNAPSHOT  
FIGURE 30 ATUL LTD.: SWOT ANALYSIS  
FIGURE 31 DYSTAR: COMPANY SNAPSHOT  
FIGURE 32 DYSTAR: SWOT ANALYSIS  
FIGURE 33 KEMIRA OYJ: COMPANY SNAPSHOT  
FIGURE 34 KEMIRA OYJ: SWOT ANALYSIS  
FIGURE 35 AXYNTIS GROUP: COMPANY SNAPSHOT  
FIGURE 36 THERMAX: COMPANY SNAPSHOT  
FIGURE 37 VIPUL ORGANICS: COMPANY SNAPSHOT

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