

# **Western Europe Shrink and Stretch Sleeve Label Market Size and Forecasts (2020 - 2030), Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Material (Polyvinyl Chloride, Polystyrene, Polyethylene Terephthalate, Polyethylene, and Others), Product Type (Shrink Sleeves, and Stretch Sleeves), Printing Technology (Flexographic, Digital Printing, Rotogravure Printing, and Others), End Use Industry (Food & Beverages, Pharmaceuticals, Chemicals, Consumer Goods, Personal Care & Cosmetics, Automotive & Transportation, and Others)**

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## **Abstracts**

The Western Europe shrink and stretch sleeve label market size was valued at US\$ 2.74 billion in 2022 and is expected to reach US\$ 4.62 billion million by 2030; it is estimated to register a CAGR of 6.8% from 2022 to 2030.

The stretch and shrink sleeve label market in Europe reflects a dynamic landscape driven by evolving consumer preferences, technological advancements, and a focus on sustainable packaging solutions. As the packaging industry in Europe continues to grow, the rising demand for visually appealing and informative labels propels the adoption of stretch and shrink-sleeve labels. These labels offer a versatile solution for product differentiation with vibrant graphics and 360-degree branding. Regulatory compliance and the emphasis on eco-friendly packaging contribute to the attractiveness

of sleeve labels as manufacturers seek sustainable alternatives.

Technological advancements play a crucial role in shaping the landscape, with continuous innovations in printing technologies enabling intricate designs and the integration of smart packaging features. Collaborations within the industry involving packaging companies, label manufacturers, and end users foster an environment of innovation and efficiency. The versatility of stretch and shrink sleeve labels finds applications across diverse sectors, including food & beverage, pharmaceuticals, and personal care, contributing to the market's sustained growth.

Based on material, the market is segmented into polyvinyl chloride, polystyrene, polyethylene terephthalate, polyethylene, and others. Polyvinyl chloride is a versatile thermoplastic polymer known for its clarity, flexibility, and cost-effectiveness. It is often preferred for its ability to efficiently conform to the shape of packaging when heat is applied during the shrinking process. It offers a substantial shrink ratio. In the case of stretch sleeve labels, polyvinyl chloride is employed for its flexibility and durability. Based on product type, the market is bifurcated into shrink sleeves and stretch sleeves. Shrink sleeves are made from flexible plastic material that shrinks tightly to the contours of the packaging when exposed to heat. Shrink sleeves are typically made from materials including polyvinyl chloride, polyethylene terephthalate, or other plastic films. Based on printing technology, the market is segmented into flexographic, digital printing, rotogravure printing, and others. Flexographic printing technology is known for its high-quality printing and cost-effectiveness. Therefore, the technology is a preferred choice for shrink and stretch sleeve label manufacturing. It is a repeatable process suitable for high-volume label production and adapts to various film types and thicknesses commonly used in sleeve production. Based on the end-use industry, the market is segmented into food and beverages, pharmaceuticals, chemicals, consumer goods, personal care and cosmetics, automotive and transportation, and others. Stretch and shrink-sleeve labels play a crucial role in the food & beverages industry, serving both functional and marketing purposes. The labels are widely used in food and beverage products such as juices, energy drinks, and alcoholic beverages. The protective seal of these labels prevents food and beverage products from being opened intentionally or unintentionally.

In 2022, Germany dominated the Western Europe shrink and stretch sleeve label market. The food packaging sector in Germany is large and highly fragmented. The convenience food market in Germany is growing steadily and transforming the German food industry. The evolution of Germany's convenience retail markets, including supermarkets, independent convenience stores, forecourt sites, discounters, and

bakeries, has driven the stretch and shrink sleeve label market. As part of the new developments in Germany, consumers prefer convenient food products and packaged food items for immediate consumption, and distributors work to meet their demands. Germany's status as a popular tourist destination and people's desire to consume outside food boost sales of packaged food products in the country. In addition, in Germany, consumers prefer online shopping due to their actual packaging. Thus, many manufacturers in industries such as dairy, alcoholic drinks, and other beverages have increased the use of beverage metal cans. Many international players have a strong position in the carbonated soft drinks segment. Hence, the country's strong presence in the beverages industry propels the demand for stretch and shrink-sleeve labels.

CCL Industries Inc., Huhtamaki Oyj, Berry Global Group Inc., Amcor Plc, Coveris Management GmbH, Stratus Packaging SAS, KP Holding GmbH & Co KG, Fuji Seal International Inc, Oerlemans Plastics BV, and Maca Srl are key players operating in the Western Europe shrink and stretch sleeve label market. Market players focus on providing high-quality products to fulfill customer demand. They are also adopting strategies such as investments in research and development activities and new product launches.

The overall Western Europe shrink and stretch sleeve label market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. Participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders specializing in the Western Europe shrink and stretch sleeve label market.

## Contents

### **1. INTRODUCTION**

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. WESTERN EUROPE SHRINK AND STRETCH SLEEVE LABEL MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Intensity of Competitive Rivalry
  - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
  - 4.3.1 List of Vendors in the Value Chain

### **5. WESTERN EUROPE SHRINK AND STRETCH SLEEVE LABEL MARKET – KEY MARKET DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Growing Demand for Sleeve Labels from Food & Beverage Industry
  - 5.1.2 Advantages of Shrink Sleeve Labels
- 5.2 Market Restraints
  - 5.2.1 Environmental Concerns Related to Shrink and Stretch Sleeve Label Materials

### 5.3 Market Opportunities

#### 5.3.1 Plastic Recyclability Initiatives in Western Europe

### 5.4 Future Trends

#### 5.4.1 Development of Bio-Based Shrink and Stretch Sleeve Labels

### 5.5 Impact Analysis

## **6. SHRINK AND STRETCH SLEEVE LABEL MARKET - WESTERN EUROPE MARKET ANALYSIS**

### 6.1 Western Europe Shrink and Stretch Sleeve Label Market Revenue (US\$ Million)

### 6.2 Western Europe Shrink and Stretch Sleeve Label Market Volume (Million Sq. Meter)

### 6.3 Western Europe Shrink and Stretch Sleeve Label Market Forecast and Analysis

## **7. WESTERN EUROPE SHRINK AND STRETCH SLEEVE LABEL MARKET ANALYSIS - MATERIAL**

### 7.1 Polyvinyl Chloride

#### 7.1.1 Overview

#### 7.1.2 Polyvinyl Chloride Market Revenue and Forecast to 2030 (US\$ Million)

#### 7.1.3 Polyvinyl Chloride Market Volume and Forecast to 2030 (Million Sq. Meter)

### 7.2 Polystyrene

#### 7.2.1 Overview

#### 7.2.2 Polystyrene Market Revenue and Forecast to 2030 (US\$ Million)

#### 7.2.3 Polystyrene Market Volume and Forecast to 2030 (Million Sq. Meter)

### 7.3 Polyethylene Terephthalate

#### 7.3.1 Overview

#### 7.3.2 Polyethylene Terephthalate Market Revenue and Forecast to 2030 (US\$ Million)

#### 7.3.3 Polyethylene Terephthalate Market Volume and Forecast to 2030 (Million Sq. Meter)

### 7.4 Polyethylene

#### 7.4.1 Overview

#### 7.4.2 Polyethylene Market Revenue and Forecast to 2030 (US\$ Million)

#### 7.4.3 Polyethylene Market Volume and Forecast to 2030 (Million Sq. Meter)

### 7.5 Others

#### 7.5.1 Overview

#### 7.5.2 Others Market Revenue and Forecast to 2030 (US\$ Million)

#### 7.5.3 Others Market Volume and Forecast to 2030 (Million Sq. Meter)

## **8. WESTERN EUROPE SHRINK AND STRETCH SLEEVE LABEL MARKET**

## **ANALYSIS – PRODUCT TYPE**

### 8.1 Shrink Sleeves

#### 8.1.1 Overview

#### 8.1.2 Shrink Sleeves Market Revenue and Forecast to 2030 (US\$ Million)

### 8.2 Stretch Sleeves

#### 8.2.1 Overview

#### 8.2.2 Stretch Sleeves Market Revenue and Forecast to 2030 (US\$ Million)

## **9. WESTERN EUROPE SHRINK AND STRETCH SLEEVE LABEL MARKET ANALYSIS – PRINTING TECHNOLOGY**

### 9.1 Flexographic

#### 9.1.1 Overview

#### 9.1.2 Flexographic Market Revenue and Forecast to 2030 (US\$ Million)

### 9.2 Digital Printing

#### 9.2.1 Overview

#### 9.2.2 Digital Printing Market Revenue and Forecast to 2030 (US\$ Million)

### 9.3 Rotogravure Printing

#### 9.3.1 Overview

#### 9.3.2 Rotogravure Printing Market Revenue and Forecast to 2030 (US\$ Million)

### 9.4 Others

#### 9.4.1 Overview

#### 9.4.2 Others Market Revenue and Forecast to 2030 (US\$ Million)

## **10. WESTERN EUROPE SHRINK AND STRETCH SLEEVE LABEL MARKET ANALYSIS – END-USE INDUSTRY**

### 10.1 Food and Beverages

#### 10.1.1 Overview

#### 10.1.2 Food and Beverages Market Revenue, and Forecast to 2030 (US\$ Million)

### 10.2 Pharmaceuticals

#### 10.2.1 Overview

#### 10.2.2 Pharmaceuticals Market Revenue and Forecast to 2030 (US\$ Million)

### 10.3 Chemicals

#### 10.3.1 Overview

#### 10.3.2 Chemicals Market Revenue and Forecast to 2030 (US\$ Million)

### 10.4 Consumer Goods

#### 10.4.1 Overview

- 10.4.2 Consumer Goods Market Revenue and Forecast to 2030 (US\$ Million)
- 10.5 Personal Care and Cosmetics
  - 10.5.1 Overview
  - 10.5.2 Personal Care and Cosmetics Market Revenue and Forecast to 2030 (US\$ Million)
- 10.6 Automotive and Transportation
  - 10.6.1 Overview
  - 10.6.2 Automotive and Transportation Market Revenue and Forecast to 2030 (US\$ Million)
- 10.7 Others
  - 10.7.1 Overview
  - 10.7.2 Others Market Revenue and Forecast to 2030 (US\$ Million)

## **11. WESTERN EUROPE SHRINK AND STRETCH SLEEVE LABEL MARKET - COUNTRY ANALYSIS**

- 11.1 Western Europe Shrink and Stretch Sleeve Label Market
  - 11.1.1 Overview
  - 11.1.2 Western Europe Shrink and Stretch Sleeve Label Market Breakdown by Country
    - 11.1.2.1 Shrink and Stretch Sleeve Label Market Breakdown by Country
    - 11.1.2.2 Germany Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million)
    - 11.1.2.3 Germany Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter)
      - 11.1.2.3.1 Germany Shrink and Stretch Sleeve Label Market Breakdown by Material
      - 11.1.2.3.2 Germany Shrink and Stretch Sleeve Label Market Breakdown by Product Type
      - 11.1.2.3.3 Germany Shrink and Stretch Sleeve Label Market Breakdown by Printing Technology
      - 11.1.2.3.4 Germany Shrink and Stretch Sleeve Label Market Breakdown by End-Use Industry
    - 11.1.2.4 France Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million)
    - 11.1.2.5 France Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter)
      - 11.1.2.5.1 France Shrink and Stretch Sleeve Label Market Breakdown by Material
      - 11.1.2.5.2 France Shrink and Stretch Sleeve Label Market Breakdown by Product Type



11.1.2.5.3 France Shrink and Stretch Sleeve Label Market Breakdown by Printing Technology

11.1.2.5.4 France Shrink and Stretch Sleeve Label Market Breakdown by End-Use Industry

11.1.2.6 Italy Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million)

11.1.2.7 Italy Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter)

11.1.2.7.1 Italy Shrink and Stretch Sleeve Label Market Breakdown by Material

11.1.2.7.2 Italy Shrink and Stretch Sleeve Label Market Breakdown by Product Type

11.1.2.7.3 Italy Shrink and Stretch Sleeve Label Market Breakdown by Printing Technology

11.1.2.7.4 Italy Shrink and Stretch Sleeve Label Market Breakdown by End-Use Industry

11.1.2.8 UK Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million)

11.1.2.9 UK Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter)

11.1.2.9.1 UK Shrink and Stretch Sleeve Label Market Breakdown by Material

11.1.2.9.2 UK Shrink and Stretch Sleeve Label Market Breakdown by Product Type

11.1.2.9.3 UK Shrink and Stretch Sleeve Label Market Breakdown by Printing Technology

11.1.2.9.4 UK Shrink and Stretch Sleeve Label Market Breakdown by End-Use Industry

11.1.2.10 Netherlands Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million)

11.1.2.11 Netherlands Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter)

11.1.2.11.1 Netherlands Shrink and Stretch Sleeve Label Market Breakdown by Material

11.1.2.11.2 Netherlands Shrink and Stretch Sleeve Label Market Breakdown by Product Type

11.1.2.11.3 Netherlands Shrink and Stretch Sleeve Label Market Breakdown by Printing Technology

11.1.2.11.4 Netherlands Shrink and Stretch Sleeve Label Market Breakdown by End-Use Industry

11.1.2.12 Rest of Western Europe Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million)

11.1.2.13 Rest of Western Europe Shrink and Stretch Sleeve Label Market Volume



and Forecasts To 2030 (Million Sq. Meter)

11.1.2.13.1 Rest of Western Europe Shrink and Stretch Sleeve Label Market  
Breakdown by Material

11.1.2.13.2 Rest of Western Europe Shrink and Stretch Sleeve Label Market  
Breakdown by Product Type

11.1.2.13.3 Rest of Western Europe Shrink and Stretch Sleeve Label Market  
Breakdown by Printing Technology

11.1.2.13.4 Rest of Western Europe Shrink and Stretch Sleeve Label Market  
Breakdown by End-Use Industry

## **12. IMPACT OF COVID-19 PANDEMIC ON WESTERN EUROPE SHRINK AND STRETCH SLEEVE LABEL MARKET**

12.1 Pre & Post Covid-19 Impact

## **13. COMPETITIVE LANDSCAPE**

13.1 Heat Map Analysis by Key Players

13.2 Company Positioning & Concentration

## **14. INDUSTRY LANDSCAPE**

14.1 Overview

14.2 Market Initiative

14.3 Merger and Acquisition

## **15. COMPANY PROFILES**

15.1 CCL Industries Inc

15.1.1 Key Facts

15.1.2 Business Description

15.1.3 Products and Services

15.1.4 Financial Overview

15.1.5 SWOT Analysis

15.1.6 Key Developments

15.2 Huhtamaki Oyj

15.2.1 Key Facts

15.2.2 Business Description

15.2.3 Products and Services

- 15.2.4 Financial Overview
- 15.2.5 SWOT Analysis
- 15.2.6 Key Developments
- 15.3 Berry Global Group Inc
  - 15.3.1 Key Facts
  - 15.3.2 Business Description
  - 15.3.3 Products and Services
  - 15.3.4 Financial Overview
  - 15.3.5 SWOT Analysis
  - 15.3.6 Key Developments
- 15.4 Amcor Plc
  - 15.4.1 Key Facts
  - 15.4.2 Business Description
  - 15.4.3 Products and Services
  - 15.4.4 Financial Overview
  - 15.4.5 SWOT Analysis
  - 15.4.6 Key Developments
- 15.5 Coveris Management GmbH
  - 15.5.1 Key Facts
  - 15.5.2 Business Description
  - 15.5.3 Products and Services
  - 15.5.4 Financial Overview
  - 15.5.5 SWOT Analysis
  - 15.5.6 Key Developments
- 15.6 Stratus Packaging SAS
  - 15.6.1 Key Facts
  - 15.6.2 Business Description
  - 15.6.3 Products and Services
  - 15.6.4 Financial Overview
  - 15.6.5 SWOT Analysis
  - 15.6.6 Key Developments
- 15.7 KP Holding GmbH & Co KG
  - 15.7.1 Key Facts
  - 15.7.2 Business Description
  - 15.7.3 Products and Services
  - 15.7.4 Financial Overview
  - 15.7.5 SWOT Analysis
  - 15.7.6 Key Developments
- 15.8 Fuji Seal International Inc

- 15.8.1 Key Facts
- 15.8.2 Business Description
- 15.8.3 Products and Services
- 15.8.4 Financial Overview
- 15.8.5 SWOT Analysis
- 15.8.6 Key Developments
- 15.9 Oerlemans Plastics BV
  - 15.9.1 Key Facts
  - 15.9.2 Business Description
  - 15.9.3 Products and Services
  - 15.9.4 Financial Overview
  - 15.9.5 SWOT Analysis
  - 15.9.6 Key Developments
- 15.10 Maca Srl
  - 15.10.1 Key Facts
  - 15.10.2 Business Description
  - 15.10.3 Products and Services
  - 15.10.4 Financial Overview
  - 15.10.5 SWOT Analysis
  - 15.10.6 Key Developments

## **16. APPENDIX**

## List Of Tables

### LIST OF TABLES

Table 1. Western Europe Shrink and Stretch Sleeve Label Market Segmentation

Table 2. List of Vendors in the Value Chain

Table 3. Western Europe Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million)

Table 4. Western Europe Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter)

Table 5. Western Europe Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Material

Table 6. Western Europe Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter) – Material

Table 7. Western Europe Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Product Type

Table 8. Western Europe Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Product Type

Table 9. Western Europe Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – End-Use Industry

Table 10. Germany Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Material

Table 11. Germany Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter) – Material

Table 12. Germany Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Product Type

Table 13. Germany Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Printing Technology

Table 14. Germany Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – End-Use Industry

Table 15. France Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Material

Table 16. France Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter) – Material

Table 17. France Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Product Type

Table 18. France Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Printing Technology

Table 19. France Shrink and Stretch Sleeve Label Market Revenue and Forecasts To

2030 (US\$ Million) – End-Use Industry

Table 20. Italy Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Material

Table 21. Italy Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter) – Material

Table 22. Italy Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Product Type

Table 23. Italy Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Printing Technology

Table 24. Italy Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – End-Use Industry

Table 25. UK Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Material

Table 26. UK Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter) – Material

Table 27. UK Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Product Type

Table 28. UK Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Printing Technology

Table 29. UK Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – End-Use Industry

Table 30. Netherlands Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Material

Table 31. Netherlands Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter) – Material

Table 32. Netherlands Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Product Type

Table 33. Netherlands Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Printing Technology

Table 34. Netherlands Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – End-Use Industry

Table 35. Rest of Western Europe Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Material

Table 36. Rest of Western Europe Shrink and Stretch Sleeve Label Market Volume and Forecasts To 2030 (Million Sq. Meter) – Material

Table 37. Rest of Western Europe Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Product Type

Table 38. Rest of Western Europe Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – Printing Technology

Table 39. Rest of Western Europe Shrink and Stretch Sleeve Label Market Revenue and Forecasts To 2030 (US\$ Million) – End-Use Industry

Table 40. Company Positioning & Concentration

## I would like to order

Product name: Western Europe Shrink and Stretch Sleeve Label Market Size and Forecasts (2020 - 2030), Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Material (Polyvinyl Chloride, Polystyrene, Polyethylene Terephthalate, Polyethylene, and Others), Product Type (Shrink Sleeves, and Stretch Sleeves), Printing Technology (Flexographic, Digital Printing, Rotogravure Printing, and Others), End Use Industry (Food & Beverages, Pharmaceuticals, Chemicals, Consumer Goods, Personal Care & Cosmetics, Automotive & Transportation, and Others)

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