

*Draft news release*

**SAVE TIME – BUT KEEP ABREAST OF INDUSTRY DATA:**

**AWA's 'Data Transcripts' now serve three key sectors**

With the need for ongoing market intelligence and industry information, AWA Alexander Watson Associates is, says the company's President and CEO, Corey Reardon, 'responding to the needs of labeling and flexible packaging converters' and suppliers with our *Data Transcripts* series of monthly online market data and information updates. Data Transcripts draw upon AWA's current and ongoing research, end-use market data, and sector news, providing convenient and regular data and information.'

**Three key industry sectors**

*Data Transcripts* are now offered on three topics: *Self-adhesive and Release Liner Markets and Materials*, *Labeling and Product Decoration Markets and Materials*, and *Flexible Packaging Markets and Materials* – three segments in which AWA is an established specialist monitor and publisher of market data. They are available on annual subscription either separately or together and, says Corey Reardon, 'were conceived as not only a complement but an enhancement to our consulting and advisory services, our in-depth published market reports, and international events schedule... After all, successful business growth depend on having an up-to-date and accurate picture of current market conditions, and that's what *Data Transcripts* provide.'

**Subscribe online**

Details of *Data Transcripts* are available on the AWA Alexander Watson Associates website, [www.awa-bv.com](http://www.awa-bv.com)[link], where it is also possible to subscribe online.

--ends--