



The TLMI North American Label Study 2013

A comprehensive analysis of the North American narrow web printing industry including converter benchmarking analyses, printing press index, and label sourcing metrics.

Prepared exclusively for TLMI by:



LPC, Inc.

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NALS 2013 Objectives and Acknowledgements

The TLMI North American Label Study 2013 presents an overview and analysis of the North American label industry. One of the primary objectives in the compilation of the report was to offer TLMI members industry metrics, indices and benchmarking data that enable the study to be a valued resource as companies fine tune their business initiatives and growth strategies.

Interviews with packaging buyers were extensive, as was their participation in a detailed quantitative survey to ensure the study presents the views of those entities that hold the greatest influence over the day-to-day business of TLMI member converting companies.

To extend the study's reach and obtain the voice of the market beyond TLMI, non-member converting companies also participated in the study, filling out questionnaires and engaging in qualitative discussions.

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