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**THE EUROPEAN MARKET FOR
COATINGS FOR PLASTICS**

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IRL is pleased to announce the publication of a new edition of its title for the coatings industry in *The European Market for Coatings for Plastics*. This title brings an up-to-date and comprehensive overview of the coatings for plastics sector, now covering some of the markets in Eastern Europe.

This is an industry which can be characterised as being split into automotive and non-automotive sectors has which has had to recover from the economic crisis which dramatically affected the automotive industry, as well as other areas of coated plastic usage such as the construction industry. Still an area of application ripe for technical development, the Western Europe market was placed at more than 140,000 tonnes in 2007, before the economic crisis.

Growth in plastic finishing continues on a variety of fronts. Greater design influence and better environmental performance are other influential factors underpinning market growth. Coatings used will reflect the effects of legislation with radiation curing and water-based technologies having increasingly important roles to play.

Coverage in this new report has been undertaken on both a countrywide and regional basis as a number of country markets remain quite small. Further detail on the geographical scope of the report is given on the right, outlining the relative significance of plastic finishing in the countries concerned.

The report provides a five-year forecast for the markets according to technology and discusses the technical trends and market directions which can be expected in the future.

Interviews for this report have been carried out by staff at our London office in the 3rd quarter of 2010 and have targeted marketing and R&D directors and other senior industry executives.

CONTENTS

Foreword

Executive Summary

Background

- Plastics and their uses
- Coating technologies
- Plastic and plastic finishing sectors

Industry Review

- M & A Review
- R & D Review
- Investment Review

Coatings for Plastics by Sector

- Automotive
- Packaging
- Construction
- Electronics
- Others

National/Regional Market Data

- Germany
- Spain/Portugal
- France
- UK/Ireland
- Italy
- Benelux
- Scandinavia
- Austria & Switzerland
- Poland
- Russia

The Future of Coatings for Plastics

- Legislative aspects
- Technological demands and changes
- Future industry trends
- Market forecast to 2014

Directories

- Producers of coatings for plastics
- National plastics associations
- National coatings associations

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