

# AD XeroLInr DT™

Reduce waste and material use with  
Avery Dennison's direct thermal linerless solution



Nearly a century ago, we invented the pressure-sensitive label. As a key element of modern packaging, they're indispensable. Yet a significant portion of a conventional PS label — its release liner — immediately gets scrapped upon application.

On a planet already overloaded with waste, we can do better. That's why at Avery Dennison, we're applying our global capacity for innovation to help lead the packaging industry toward a linerless future.

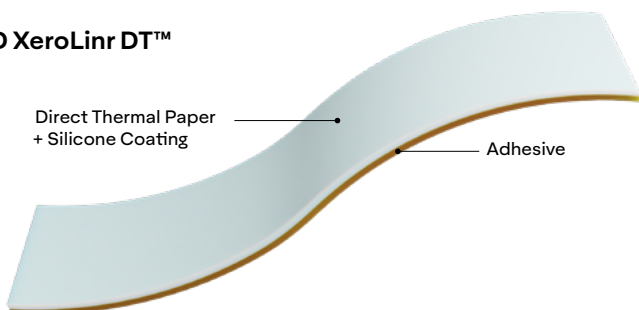
## A sustainable alternative for VI applications

To address the challenge of reducing label waste, we've developed a linerless range of our direct thermal (DT) solution — AD XeroLInr DT™ — to offer an efficient, high-performing, sustainable alternative for variable information (VI) applications. With excellent resolution for barcode scanning and readability, AD XeroLInr DT™ can be used for a variety of applications, including:

- Quick Service Restaurants
- E-commerce
- Logistics
- Warehousing
- Retail

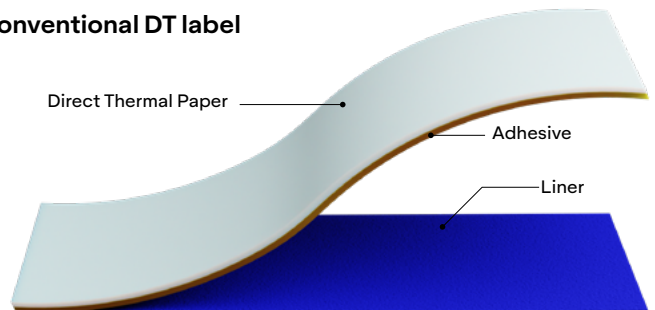
## How is it different?

### AD XeroLInr DT™



A PS label with a self-wound structure, eliminating the need for a silicone-coated release liner

### Conventional DT label



A PS label containing a sandwich structure of liner plus silicone coating with an adhesive layer and facestock

## Key benefits of DT linerless labels

AD XeroLinr DT™ offers greater productivity, increased sustainability and safety – with the same high performance and quality you've come to expect from Avery Dennison.

- Up to 60% more labels per roll compared to conventional DT labels
- More uptime – less frequent roll changeover on thermal printer
- Reduced logistics costs – more labels per truckload, per warehouse, per delivery
- Savings in liner waste disposal
- Increased safety – no hazard due to slip risk from liners on floor



## Service and technical expertise

AD XeroLinr DT™ offers:

- Excellent thermal sensitivity and consistent release
- Permanent and removable hotmelt and emulsion adhesives
- Minimum adhesive build-up in the printer
- Print-ready slit rolls – lowers inventory costs by reducing the need to stock a variety of sizes

Backed by our pressure-sensitive expertise, our technical service specialists are dedicated to maximizing value for you.

## Product information

Code	Description	Adhesive Type	Recommended Application	Width (mm)	Length (mm)	Core (mm)	OD (mm)	Rolls/Box	Boxes/Pallet	MOQ
<a href="#">NW1900</a>	Premium-Therm TC30 Linerless/AP103	Emulsion Permanent	Logistics	58	65	40	100	30	45	10km <sup>2</sup>
<a href="#">NW1930</a>	Premium-Therm TC30 Linerless/S692N	Emulsion Semi Permanent	Retail, QSR	58	65	25	93	30	45	10km <sup>2</sup>
<a href="#">NW1940</a>	Premium-Therm TC30 Linerless/AR700	Emulsion Removable	Retail, QSR	58	65	25	93	30	45	10km <sup>2</sup>
<a href="#">NWP1943</a>	Premium-Therm TC30 Linerless/ R700 pattern-gum	Emulsion	Retail, QSR	58	65	25	93	30	45	10km <sup>2</sup>
<a href="#">NW1960</a>	Premium-Therm TC30 Linerless/AT20	Emulsion Low Temperature	Retail, QSR	58	65	25	93	30	45	10km <sup>2</sup>
<a href="#">NW5900</a>	Premium-Therm TC25 Linerless/HP103	Hot Melt Permanent	Logistics	58	65	40	99	30	45	10km <sup>2</sup>
<a href="#">NWP5900</a>	Premium-Therm TC25 Linerless/ HP103 dry-edge	Hot Melt Permanent	Retail	58	65	40	99	30	45	10km <sup>2</sup>
<a href="#">NW5905</a>	Premium-Therm TC25 Linerless/HP103	Hot Melt Permanent	Logistics	58	65	40	100	30	45	10km <sup>2</sup>
<a href="#">NW5920</a>	Direct-Therm TC24 Linerless/HP103	Hot Melt Permanent	Retail, QSR	58	65	25	92	30	60	10km <sup>2</sup>
<a href="#">NW5940</a>	Direct-Therm TC25 Linerless/HR630	Hot Melt Low Temperature	Retail, QSR	58	65	25	92	30	60	10km <sup>2</sup>

OD: Outer Diameter

**Dry edge:** Solution with a 5mm adhesive-free area on the sides, designed to target paper jamming and adhesive oozing issues with flood coat products  
**Pattern gum:** Enables smoother printing. Enhances recycling through easier removal of labels. Uses less raw materials.

## Service and technical expertise

As the global leader in sustainability with the widest range of applications on the market, our broad label portfolio means you can order multiple products from a single source — providing convenience and efficiency.

You're the expert in your business;  
we're the expert in labeling.

Contact your local Avery Dennison representative today to find out how we can meet and exceed your needs.

Find more label solutions at  
[label.averydennison.com](http://label.averydennison.com)



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