

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

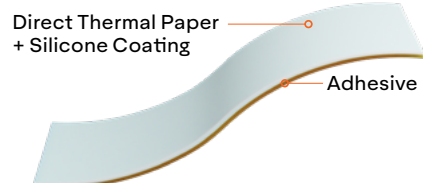
To address the challenge of reducing label waste, we've developed a linerless range of our direct thermal (DT) solution — AD XeroLinr DT™ — to offer an efficient, high-performing, sustainable alternative for variable information (VI) applications. With excellent resolution for barcode scanning and readability,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

- Quick service restaurants
- Weigh-scale
- E-commerce



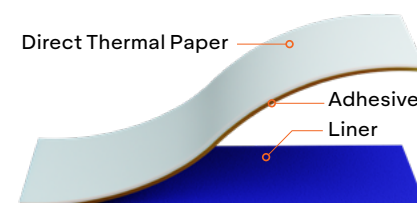
How is it different?

AD XeroLiner 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 XeroLiner 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 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	Master Roll	Baby Roll
NW5900	Premium-Therm TC25 Linerless/ HP103	1070mm x 1000m	58mm x 65m




Work with us

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 or visit label.averydennison.com to find out how we can meet and exceed your needs.

AD XeroLinr DT™ — innovation driving sustainability
#InnovateWithAD

Find more label solutions at label.averydennison.com

Connect with us on:   



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