

A Differentiated Direct Thermal Linerless Label Solution



As the packaging industry adopts more environmentally friendly solutions, linerless labels have emerged as a significant trend. Avery Dennison now offers a new linerless product for direct thermal print applications, leveraging our industry-leading technology and service programs to provide converters with greater flexibility to meet their customers' needs.

Set apart from other offerings

Avery Dennison's direct thermal (DT) linerless label product is available with two emulsion adhesives, setting itself apart from those available elsewhere. Our S2030 semi-permanent adhesive and R2035 removable adhesive allow DT linerless to serve a variety of applications, ranging from e-commerce to fast-food service.

Our DT linerless product is being manufactured in-house at our facility in Oak Harbor, Ohio. Plus, we offer a flexible service model, meaning rolls can be ordered anywhere from 4" to 60" widths with various core sizes available, giving converters the ultimate flexibility to meet their customers' needs.

- Semi-permanent and removable adhesives
- 60" wide master rolls
- Flexible service program available
- Engineered by Avery Dennison, manufactured at Oak Harbor

A primer on linerless

Linerless label constructions feature a facestock and adhesive, but (as the name implies) no release liner. The facestock is instead treated during manufacture with a silicone coating. This allows the facestock to protect the adhesive while also ensuring that adhesive releases cleanly during application.

Linerless direct thermal labels hold great appeal for categories such as shipping and logistics and food service/quick service restaurants (QSR), and more. Adoptees of the technology are enjoying a wide range of benefits:

- ~ Greater sustainability — Linerless labels require fewer raw materials in manufacturing, and produce less waste
- ~ Thinner construction — 32% less material is used compared to standard lined products
- ~ Greater end-user productivity — With 50% more labels per roll, end users have fewer roll changes
- ~ Safety — There's no liner waste accumulating on floors, where it can be a slip hazard

The global market for linerless labels is expected to grow at a CAGR of 4.9% between 2022 and 2029, topping out at \$2.5 billion, according to Future Market Insights. This growth will be driven by their use in inventory management, asset tracking, and goods distribution.

Learn more about linerless

Avery Dennison's DT linerless is now available. To learn more contact your Avery Dennison sales representative or visit label.averydennison.com.

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