

# DT Linerless

Our Direct Thermal blank linerless labeling solutions add efficiency, sustainability and convenience, seamless operations, eliminating liner waste, and reducing downtime.

Eliminating the liner on Direct Thermal blanks allows customers to get up to 50% more labels per roll. This leads to fewer roll changes, speeding operations and improving warehouse utilization. The Avery Dennison blank linerless labeling solutions offer productivity, sustainability, and safety benefits.



## Product Information

### Features & Benefits

#### Productivity Benefits

Thirty-two percent thinner, with up to 50 percent more labels per roll, our Direct Thermal Linerless solution offers converters greater operational ease and efficiency. Productivity benefits include:

- Fewer roll changes
- More printer uptime
- No die cutting or matrix waste
- Lower supply chain costs: 32% thinner and fewer rolls to ship
- Variable length label capability in end-user printers
- enables SKU reduction
- Available with semi-permanent and removable adhesives

#### Sustainability benefits

Release liners and matrix account for more than half of the label waste created during label application. Direct Thermal Linerless labels don't use a release liner. A silicone coating on the facestock means self-wound labels won't stick to those underneath, eliminating the need for liner and matrix. Without liners, there is no liner waste, no liner disposal costs, and no safety risks to workers due to liner waste on the shop floor.

### Why Avery Dennison

Avery Dennison's Direct Thermal Linerless solution is manufactured in Ohio, offering excellent thermal sensitivity and consistent release. Our portfolio is available with semi-permanent and removable emulsion adhesives to allow you to meet a variety of application needs. Plus we offer a flexible service model, meaning you can order anywhere from 4" to 60" widths with various core sizes available. What's more, with in-depth label and adhesive expertise, our technical service specialists are dedicated to maximizing value for you. Helping with scale-up, converting, application troubleshooting and more.

With robust image and background stability for barcode scanning and readability, Avery Dennison's Direct Thermal blank Linerless label opportunities include but are not limited to:

- Quick Serve Restaurants
- Shipping labels and logistics
- Warehouse and transportation
- Weigh scale
- Click and Pick

Spec#	Product Description
B8703	Fasson® Direct-Therm 200HD LL / S2030
B9223	Fasson® Direct-Therm 200HD LL / R2035

For more information on our linerless solutions, go to [label.averydennison.com/linerless](http://label.averydennison.com/linerless).

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09/2022

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