



Our Direct Thermal linerless pressure-sensitive solution adds efficiency, sustainability and convenience, speeding operations, eliminating liner waste and reducing downtime

Productivity is increasingly important in many Direct Thermal labeling applications. Eliminating the liner on Direct Thermal blanks allows customers to get up to 60% more labels per roll. This leads to fewer roll changes, speeding operations and improving warehouse utilization. The Avery Dennison facestock and release system offers great holdout againsts to contaminants while providing excellent thermal imaging. Equally important, Direct Thermal linerless media does not require die cutting, eliminating matrix and liner waste.

Drive Productivity and Reduce Waste with Direct Thermal Linerless Labels



Productivity benefits

Thirty-five percent thinner, with up to 60 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: 40% less weight and fewer rolls to ship
- Variable length label capability in end user printers enables sku reduction
- Increased safety: no falling risk from liners on the floor

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.

The Avery Dennison Greenprint™ methodology is a life cycle-based environmental performance assessment tool. Using this tool to compare a Direct Thermal label with liner to our Direct Thermal Linerless solution, customers can reduce environmental impacts in the following categories :

- Reduces water usage by 32 percent
- Lowers greenhouse gases by 32 percent
- Reduces the use of biobased materials by 30 percent
- Cuts energy usage by 31 percent
- Reduces waste by 36 percent

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Growing opportunities

With sharp images and excellent resolution for barcode scanning and readability, Avery Dennison's Direct Thermal Linerless opportunities include but are not limited to:

- Postal labeling
- Shipping labels
- Warehouse and transportation
- Weighscale
- Mobile printer labels

Plus our Direct Thermal Linerless solution helps converters add end user value through savings in waste disposal and label inventory costs, enhanced sustainability credentials and greater operational efficiencies.

Why Avery Dennison

Avery Dennison's Direct Thermal Linerless solution is designed for both linerless enabled hand apply and auto apply printers, offering excellent thermal sensitivity and consistent release. Our broad label portfolio allows you to order multiple products from a single source, adding convenience and efficiency to your operation. What's more, with in-depth label and tapes expertise, our technical service specialists are dedicated to maximizing value for you. Helping with scale-up, converting, application troubleshooting and more.

Spec#	Product Description
54278	300HD LL FSC/S2045

For more information on our linerless solutions, go to label.averydennison.com



The Avery Dennison ClearIntent Portfolio of products offer meaningful improvements in sustainability over other Avery Dennison products. Choosing Avery Dennison ClearIntent Portfolio products can help printers, packagers and brand owners move toward their own sustainability goals.

For more details visit label.averydennison.com/sustainability



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