



Sustainable

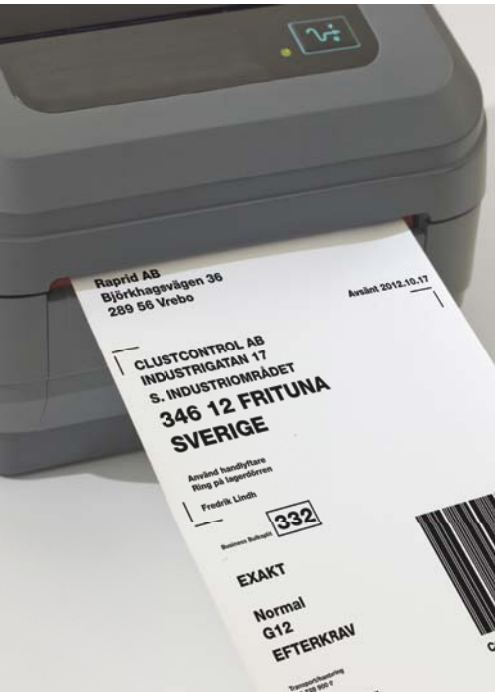


Cost-effective



Flexible

# Less is **more**..



From: Linerless - Sweden  
 To: Europe's label buyers  
 Content: the labelling  
 technology of the future  
 Delivery: Today



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## ..with new **Linerless** labelling!

**Linerless is the next generation labelling technology – greener, more cost-effective and fully flexible. By removing the liner we have made a solution with 50-60% more labels on each roll, and up to 40% less waste. The expression “less is more” has never been more true.**

With Linerless you can replace most of your self-adhesive labels and get a system that is packed with advantages in terms of economy, eco and user friendliness, as well as ease of handling. Linerless is available in a range of different materials and shapes. It can be torn off by hand or cut off in printer and then dispensed and applied. Today's printer technology with fixed, handheld or vehicle mounted printers really goes hand in hand with the Linerless technology and

can be smoothly integrated in any modern labelling system. In the logistics industry, the food industry, air travel and logistics in general, the use of labelling systems are huge, and the benefits of shifting to Linerless are likewise.

A full European transition to Linerless would mean 400,000 tonnes less transport per year of liner, matrix and varnish. This equals some 80,000 fully loaded trailers. And think of all the trees saved by the elimination of liner and matrix waste! How is that for environmental impact!

Stop throwing away some 40% of your labelling material. Turn to Linerless – the labelling technology of the future!



Sustainable

**Eco-friendly**

Cost-effective

**Better economy**

Flexible

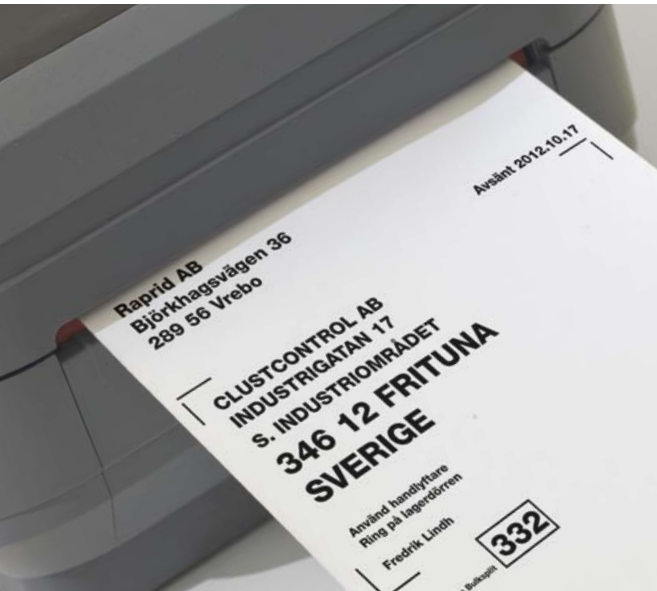
**Freedom of choice**

LINER FREE LABELLING SYSTEM

# Linerless™



- ✦ **Cut in transports**
- ✦ **Saved trees and forests**
- ✦ **No liner waste**
- ✦ **No matrix waste**
- ✦ **No UV varnish**



- ✦ **50-60% more labels/roll**
- ✦ **Less roll changes in printer**
- ✦ **Nearly 100% material use**
- ✦ **No die-cutting and tool**
- ✦ **Less printer head wear**
- ✦ **Less waste handling costs**
- ✦ **Less waste disposal costs**
- ✦ **Faster and more efficient production**
- ✦ **Smaller boxes/less storage space needs**
- ✦ **Thinner front paper possibility**



- ✦ **Different label lengths**
- ✦ **Label length on demand**



*The Linerless label is made up of only tree layers – silicon, material and adhesive. The result is a much more cost-effective production, more material per roll, labels*

*of different or varying sizes and a big environmental impact. With Linerless the road to more eco-friendly label usage and production is fully open.*