



Linerless Thermal Pressure Sensitive Labels versus Standard Thermal Pressure Sensitive Labels

More and more companies are looking to increase efficiency, reduce waste and “go green”. Linerless labels are an attractive option to accomplish these goals. Below is a list of pros and cons to help decide if linerless labels are right for your application.

Pros

- Solid Waste: No solid waste disposal of spent liner at end user’s site.
- Brand Perception: Perceived as a “*green initiative*”.
- Freight and Storage Cost: Weight/cube is reduced due absence of a liner.
- Labels per Roll: There are 50% plus more labels per roll. However, roll weight may be limited from an ergonomic or operator safety standpoint.

Cons

- Label Cost: Net, per label cost for equivalent size and functionality is approximately twice as much standard pressure sensitive labels.
- Adhesion: Adhesives are very limited, and typically not terribly aggressive (permanent) due to the requirement to release from the face sheet of the self-wound roll. Adhesion is not always sufficient enough to guarantee reliable adhesion. It is often described as “semi-removeable”.
- Label Shape: Corners of the applied label are “SCR” (square corner radius) rather than “RCR” (round corner radius), which can result in dog eared, partially removed or fully removed labels.
- Machine Cost: Machines (automatic printer applicators) with cutters, and other specialized components to accommodate linerless labels, are more expensive.
- Machine Complexity: Machine (automatic printer applicators) must have cutters, Teflon rollers, plasma coated components, etc., which require frequent adjustment.
- Machine Maintenance: Additional machine components, especially cutters, require frequent repair or replacement. Also, frequent cleaning is required due to exposed adhesive build up on rollers and other components.