

LINERLESS AND MONEYWISE

Cost reduction by using green and safe postage labels

Linerless labels are self-adhesive labels without backing paper. An ideal solution for pennywise and environmentally conscious organisations, the elimination of backing paper means less consumption and less waste. These are just two of the many advantages of the use of linerless media.

A linerless label is a pressure-sensitive label that does not have a backing liner. The label media is wound on a roll that has a silicone-based release coating applied to the front of the facstock. This coating prevents the adhesive applied to the underside of the facstock from sticking to the label below it on the roll. Linerless media are available with a strong permanent adhesive but also with various repositionable adhesives. The linerless media allows for a flexible label size. In

particular, different sizes of postage labels and variable length parcel labels can be printed with the same label roll installed in the same printer.

Linerless media provide an important safety feature for staff at the post office counter. Eliminating the slippery liner waste from the floor has been proved to reduce slips and minimise injuries.

Of course, not having the liner enables there to be more labels per roll, resulting in higher check-out productivity by reducing the number of roll changes. It also saves the time and cost involved in the disposal of the liner waste. Having more labels on the same size roll greatly reduces paper consumption as well as handling, shipping, packaging and

storage costs. The estimated saving on label costs with transportation, storage and liner waste disposal are between 15 percent and 22 percent. The silicone release agent also acts as a coating for UV resistance, moisture resistance, and resistance to a variety of chemicals. In addition a series of security additives and/or sorter recognition marks can be added to the coating. The ability to have good-quality full-colour artwork on the linerless media is another highly desirable feature that has promoted its growing popularity.

Linerless media-based postage and parcel labels are increasingly giving support to the growing demand for sustainable postal industry solutions, waste minimisation initiatives and landfill reduction targets. It's quite an attractive proposition, especially as it comes coupled with reduced costs – don't you think?

FIND OUT MORE

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Linerless postage and parcel labels for minimum waste and maximum economy