

LINERLESS LABELS

Hub Labels is pleased to offer Linerless Labels, an innovative packaging solution designed to enhance your brand and improve packaging line efficiencies. One solution that eliminates waste while delivering a standout package in the case or shelf.

DESCRIPTION

Linerless labels provide all the benefits of self-adhesive labeling with improved efficiencies, volume applications and environmental advantages through their non-utilization of carrier backing paper.

Available in silicone coated paper, board or synthetic materials, standard Linerless labels deliver a semi-adhesive label format which partially adheres to pack through a series of technically placed glue strips. Labels faces are then supplied without carrier backing paper. Reel weight is therefore significantly reduced by up to 40%, meaning less weight waste, storage and reelchangeovers.

As an extended pack format, Linerless also serves to deliver consistency on-shelf as well as increased surface area print to better service information and legislative requirements.

BENEFITS

- Zero backing paper waste
- 40% less reel weight compared to self-adhesive labels
- More labels on a reel
- Fully automated application speeds of up to 180 packs per minute
- Fewer reel changes, less downtime
- Consistency of format on-shelf
- Increased surface print area
- Tamper evident

Ask us about a **NO CHARGE** production line evaluation!

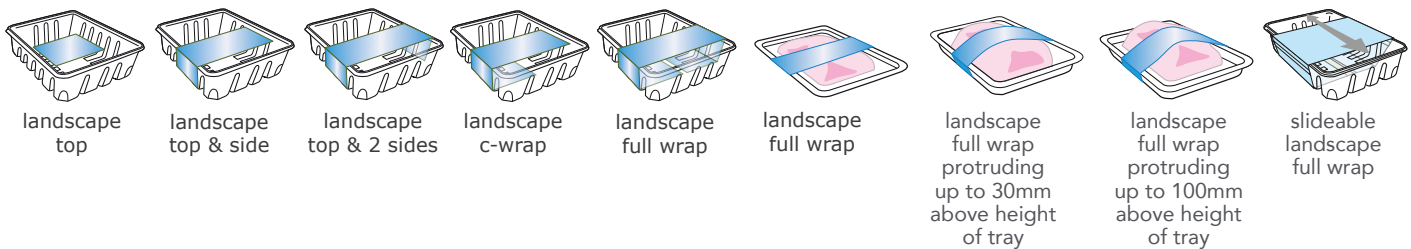


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MARKETS

Delivering consistency on-shelf, increased surface print area and process efficiencies, primary Linerless markets include meat, seafood and poultry categories. Secondary markets include fresh produce, convenience and desserts.

APPLICATIONS AND PRESENTATION



The advanced packaging of Linerless labels requires dedicated equipment for automated application. Hub Labels fully supports all Linerless installation and application processes.

- Non-busy package look
- Back printing for additional information (cooking instructions, recipes, coupons, on-demand variable coupons at packaging location, etc.)
- Ability to use different sleeve formats to differentiate economy packs from premium packs
- Wider sleeve formats: top & 2 sides, c-wrap, full wrap and slideable full wrap options give more space for mandatory nutritional requirements, copy and branding

ENVIRONMENTALLY FRIENDLY

- No backing paper – “LINER”
- Less waste at printers
- Less waste at packers
- Less # of boxes
- Less fuel consumption (freight)
- Less # of cores
- Less adhesive requirements
- Less silicone requirements

PRODUCTION EFFICIENCY

- Increased application rates
- Less downtime due to liner tears and nicks
- More labels per roll
- Reduced label mix-ups due to multiple labels
- Reduced set-up time
- Reduced changeover time
- More consistent label placement
- Reduced # of applicators
- Low maintenance applicator
- Integration of applicator with weigh scale
- Reduced manufacturing labor
- Reduced empty roll changeover time (3 vs. 1)

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