

# Linerless Labels

## Overcoming Industry Supply Chain Shortages

Over the last 2+ years, almost all industries have experienced a supply chain shortage of some kind. The labeling industry is no exception to this trend. The closing of paper mills, raw material shortages and staffing shortages have left companies seeking new suppliers and solutions to fulfill their labeling needs.

Specifically, the labeling industry is seeing a shortage of paper release liners, a necessary component to standard lined labels. While companies are searching to find an alternative lined label supplier, many are switching to linerless labels.



### Why Linerless?

Linerless labels represent the evolution and modernization of labels. Since these labels are not dependent on a liner, you are able to avoid the liner supply shortages and get the labels you need, when you need them. Linerless also provide scalability with auto cut equipment, providing clean label cuts at any length.



Linerless labels are more sustainable and eco-friendly because there is no liner to discard (meaning less waste!) and there are more labels per roll - allowing your employees to optimize labor with less down time changing label rolls and more time focusing on customer service. Below are additional benefits of linerless.



Up to 65% more labels per roll



Less time spent reloading labels into printers



More efficient label application



Less storage space needed



Shipping costs reduced up to 35-40%



Reduces waste since no liner back to discard



Eliminate CO<sub>2</sub> emission in production & transportation of liner



Increase workplace safety by removing slippery liner backings



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### Easy Integration

Specialty has streamlined the process of integrating linerless labels into your company's business operations. We can help identify where linerless labels fit best, the exact type of media needed and the equipment needed to implement a linerless solution.

Specialty has become a one-stop-shop for all of your linerless label needs. We manufacture our own labels, have equipment partners to provide printers and can also supply consumables (printheads, cutter blades, care and maintenance kits).

So are you ready to move forward with linerless labels, but don't know where to start? Let us help you make the switch to linerless labels with little to no new hardware investments.

Several brands and models of weigh scales are compatible with linerless printers - meaning you can utilize your existing hardware for linerless labels.

- **Installation of a Linerless Enabled Scale** – The latest makes and models of scales often have native linerless capabilities. When shopping for a new linerless scale, take note of the features. For example, a linerless auto-cutter will add perfect edges to your auto sized label, removing unsightly torn edges, often associated with continuous labels.
- **Attach to Existing Scale** - Some scale brands now allow for linerless printers to be attached for printing, either through a standard USB connection or as a networked ethernet device. The method of connection will depend on the brand and vintage of you scale, but either method enables seamless use of linerless labels through existing scales. USB printer connections are an attractive option, as they can be easily installed, similar to plugging in a phone for charging. Network printing connections allow for other store applications to share use of the printer with scales.
- **All-in-One Linerless Printers** – Add an all-in-one printer to those areas of your retail environment that do not require items to be sold by weight. These devices commonly connect to upstream item master systems, much the same as how your scale data is hosted and are a fraction of the cost of traditional scales with linerless printing capabilities.

We also have alternate solutions for label liner, please contact Specialty to learn about our comprehensive solutions to get you started with linerless labels today.

