



Unleash Sustainable Productivity with a Linerless Labeling Solution

The linerless labels market is rapidly expanding.

The reason? It offers very important benefits to a fast-paced business world in search of new ways to increase productivity while preserving the environment.

Source:
AWA Linerless Labeling Market
Report 2024



The linerless labels market is expected to grow at a CAGR of **9.3%** during the forecast period (2023–2026).*



What Are Linerless Labels?

Unlike standard lined labels, linerless labels do not have a liner with a release coating that enables the label to peel away and separate the adhesive from labels underneath it on the roll. Similar to a roll of tape, linerless labels feature a silicone release coating on the top layer of the labels and special adhesive that enables them to peel away from labels underneath.



Linerless is a continuous media that is easy to configure. You don't need to specify the label length. Every label you print on the same roll can be a variable length without the need to calibrate.

How Can a Linerless Label Solution Benefit Your Business?

Implementing a linerless solution for your business can provide many benefits, from faster operations to decreasing costs, while helping achieve sustainability. Here are some of the reasons to switch to linerless label printing:



Increase printer uptime

No need for peeling labels or disposing of the backing liner. Linerless media rolls contain **50% more labels** and require fewer roll changes



Print only what you need

Linerless provides variable label length without calibration. It also helps minimize waste



Achieve sustainability

This printing solution provides support for your environmental efforts and offers minimal disposal cost



Save on transport costs

Linerless label rolls weigh **40% less**, reducing shipment costs and CO² emissions



Free up storage space

Up to 50% more labels per roll reduces the number of rolls requiring storage



Ensure workspace safety

Linerless reduces slip hazards from liner piles that accumulate beneath the printer

Selecting a Linerless Printing Solution

This solution is made of printers and media working together. Therefore, for the best results, it is imperative to ensure perfect compatibility between both. **To make the right choice, you need to consider three important elements:**

1 Print Performance

Linerless labels typically require a higher print darkness setting than standard direct thermal labels. The heat generated by the printhead must penetrate through the release coating to activate the direct thermal chemistry to create a readable and durable image.

2 Proper Manufacturing

Linerless labels must be perfectly manufactured and precisely wound on the core to ensure a proper fit in the printer. To prevent printer feeding issues or jamming, it is important that the label release coating has cured properly during manufacturing and the adhesive chemistry is compatible with the platen roller.

3 Testing and Maintenance

To minimize cleaning and maintenance—along with having to replace printheads and platen rollers—linerless media needs to be rigorously tested in compatible printers to ensure minimal adhesive buildup, optimal print quality and smooth label throughput.

Applications

Linerless labels are successfully used for a wide variety of versatile applications across various industries from food and beverage to pharmaceutical labeling, retail, parcel delivery and more.



Manufacturing, Warehouse and Logistics

- Automotive in-process labeling
- Shipping and receiving
- Materials and asset tracking
- Direct-to-store delivery
- Order picking and packing
- Proof of delivery



Retail

- Mobile point of sale
- Back-of-store operations
- Quick service restaurants
- Price marking
- Buy online pick up in store



Healthcare

- Pharmacy bag labeling
- Lab management



Zebra ZeroLiner Linerless Printing Solution

Not all linerless printing solutions are equal. Zebra's linerless printers are designed and manufactured to deliver premium print quality and performance when paired with Zebra's ZeroLiner. Built together to perform together.

Zebra's Quantitative Print Analysis (QPA) goes beyond ANSI-grade* testing to include quantitative evaluation of text and blocks to ensure that everything on the label is clearly readable.

What we evaluate	Why we do it
Build-up of the release coating on the printhead	Excessive printhead build-up results in poor print quality and barcode scanability and reduces printhead life
Impact of the adhesive on the specially coated platen roller	Adhesive formulations vary and some can cause excessive wear on the special coating of the platen roller

To help you achieve your goals with linerless, Zebra has certified the following linerless labels:		
ZeroLiner 1000D Entry grade, direct thermal paper, permanent adhesive designed for use in standard shipping and logistics applications	ZeroLiner 2000D Phenol-free, high performance, direct thermal paper, permanent adhesive suitable for multiple applications	ZeroLiner 4500D Phenol-free, premium direct thermal paper, permanent adhesive designed for high volume and challenging printing environments

Expert Support

Looking for support? Zebra's partners offer expert assistance to ensure the components of your ZeroLiner solution are properly matched. This service is offered free of charge when you purchase our ZeroLiner linerless printing solution. Rely on Zebra's expertise to implement your linerless media application.

*American National Standards Institute



For additional information, please visit www.zebra.com/zeroliner



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