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Packaging

When labels pass silicon media

November 18, 2020 - Maria Guillon

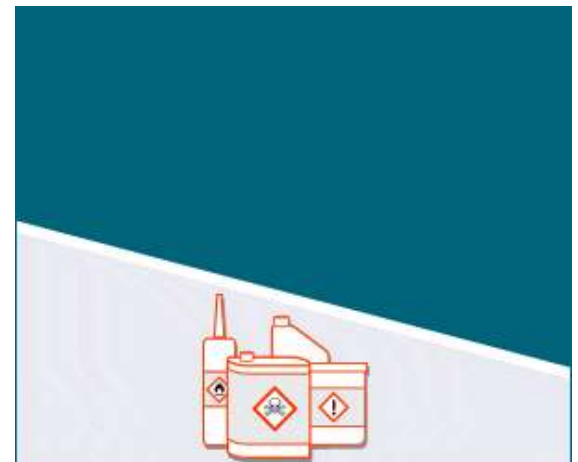


At a time when a European organisation is setting up to recycle the silicon media of labels, the trend of linerless is taking hold of many labels. In addition to being environmentally friendly, the removal of silicon media has many other advantages.



The European sticker label industry association, Finat, launched CELAB-Europe in early November, an initiative to create a circular economy for sticker tag backs in Europe. It aims to collectively identify and scale up recycling and reuse technologies so that 75% of the backs and tag dies used in Europe are recycled by 2025. CELAB was created worldwide earlier this year by Finat and four adhesive complex suppliers: Arconvert-Ritrama, Avery Dennison, Herma, UPM Raflatac. "Nearly 20 leading players in the label value chain in Europe have since pledged to support the initiative, including producers of raw materials (papers, films, silicones, adhesives), producers of adhesive complexes and labelling companies," the federation said.

The strengths of the linerless



At the same time, some label manufacturers and label suppliers choose the linerless label! To do without the silicon support is first to free oneself from a non-recyclable material and to be part of an ecological market. It also saves running time: the space saved by the lack of support allows the coils to be longer and lengthen the time between two changes. Not to mention that there is no longer a risk of adhesive residue deposit. Finally, on some models, the label is cut to the desired format without limitation: flexibility is maximum ... **Example through three solutions presented in our Packaging Innovation Guide to be published in December.**



The Ecolog' label from **Grand Ouest Etiquettes** optimizes the printing and removal of linerless thermal labels for logistics with dedicated equipment and consumables. This "zero waste" label makes it possible to achieve several possible formats. The Breton supplier offers a complete solution of equipment and consumables



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With The **Direct Thermal LinerFree** labels developed by **MaxStick**, the absence of glassine paper improves productivity by 40%. The adhesive is repositionable without leaving a trace on the supports. "The *paper remains 100% recyclable, which is not the case with Linerless labels with hotmelt adhesive and silicon release coating,*" the manufacturer argues. In the absence of silicone (with abrasive properties), the lifespan of printer print heads is preserved. "You will see the square corners of our labels that are separated/cut by the massicot of printers that transplant variable information. Another advantage, with the LinerFree, 100% of the surface is useful while conventional labels need a 3 mm scale between each label and 1.5 mm on each side of the reel, says Emmanuel Maurines, EU Customer Manager at Max International.



Eco-Labeler, Logopak's new labelling machine, is also giving up the support for silicon paper labels. Compared to a conventional automatic labeler, the running time is extended by 50% thanks to a longer consumable coil. The label is printed and cut to the desired format without limitation. The adhesive can be pre-activated or the activation is done on demand. It offers a high printing speed, up to 300 mm/s.



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