

AD XeroLinr DT™

Reduce waste and material use
with Avery Dennison's
direct thermal linerless solution



Nearly a century ago, we invented the pressure-sensitive label. As a key element of modern packaging, they're indispensable. Yet a significant portion of a conventional PS label – its release liner – immediately gets scrapped upon application.

On a planet already overloaded with waste, we can do better. That's why at Avery Dennison, we're applying our global capacity for innovation to help lead the packaging industry toward a linerless future.

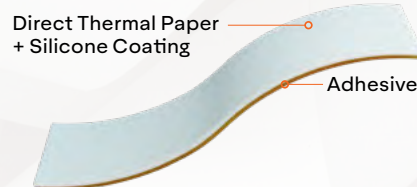
A sustainable alternative for VI applications

To address the challenge of reducing label waste, we've developed a linerless range of our direct thermal (DT) solution – AD XeroLInr DT™ – to offer an efficient, high-performing, sustainable alternative for variable information (VI) applications. With excellent resolution for barcode scanning and readability, AD XeroLInr DT™ can be used for a variety of applications, including:

- Quick Service Restaurants
- E-commerce
- Logistics
- Warehousing
- Retail

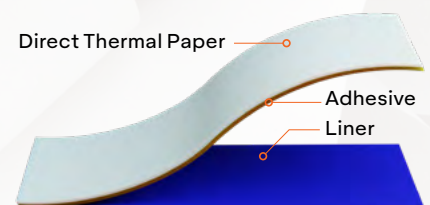
How is it different?

AD XeroLInr DT™



A PS label with a self-wound structure, eliminating the need for a silicone-coated release liner

Conventional DT label



A PS label containing a sandwich structure of liner plus silicone coating with an adhesive layer and facestock

Key benefits of DT linerless labels

AD XeroLinr DT™ offers greater productivity, increased sustainability and safety – with the same high performance and quality you’ve come to expect from Avery Dennison.

- Up to 60% more labels per roll compared to conventional DT labels
- More uptime – less frequent roll changeover on thermal printer
- Reduced logistics costs – more labels per truckload, per warehouse, per delivery
- Savings in liner waste disposal
- Increased safety – no hazard due to slip risk from liners on floor



Service and technical expertise

AD XeroLinr DT™ offers:

- Excellent thermal sensitivity and consistent release
- Permanent and removable hotmelt and emulsion adhesives
- Minimum adhesive build-up in the printer
- Print-ready slit rolls – lowers inventory costs by reducing the need to stock a variety of sizes

Backed by our pressure-sensitive expertise, our technical service specialists are dedicated to maximizing value for you.

Product information

Code	Description	Adhesive Type	Recommended Application	Width (mm)	Length (mm)	Core (mm)	OD (mm)	Rolls/ Box	Boxes/ Pallet	MOQ
NW5900	Premium-Therm TC25 Linerless /HP103	Hot Melt Permanent	Logistics	58	65	40	99	30	45	10km ²
NW5905	Premium-Therm TC25 Linerless /HP103	Hot Melt Permanent	Logistics	58	65	40	100	30	45	10km ²
NW5920	Direct-Therm TC24 Linerless /HP103	Hot Melt Permanent	Retail, QSR	58	65	25	92	30	60	10km ²
NW5940	Direct-Therm TC25 Linerless /HR630	Hot Melt Low Temperature	Retail, QSR	58	65	25	92	30	60	10km ²
NW1900	Premium-Therm TC30 Linerless /AP103	Emulsion Permanent	Logistics	58	65	40	100	30	45	10km ²
NW1930	Premium-Therm TC30 Linerless /S692N	Emulsion Semi Permanent	Retail, QSR	58	65	25	93	30	45	10km ²
NW1940	Premium-Therm TC30 Linerless /AR700	Emulsion Removable	Retail, QSR	58	65	25	93	30	45	10km ²
NW1960	Premium-Therm TC30 Linerless /AT20	Emulsion Low Temperature	Retail, QSR	58	65	25	93	30	45	10km ²

OD: Outer Diameter




Work with us

As the global leader in sustainability with the widest range of applications on the market, our broad label portfolio means you can order multiple products from a single source — providing convenience and efficiency.

You're the expert in your business; we're the expert in labeling. Contact your local Avery Dennison representative today or visit label.averydennison.com to find out how we can meet and exceed your needs.

AD XeroLnr DT™ — innovation driving sustainability
#InnovateWithAD

Find more label solutions at label.averydennison.com

Connect with us on:   



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