



Linerless Labels: A Complete Guide to Waste-Free and Sustainable Labelling

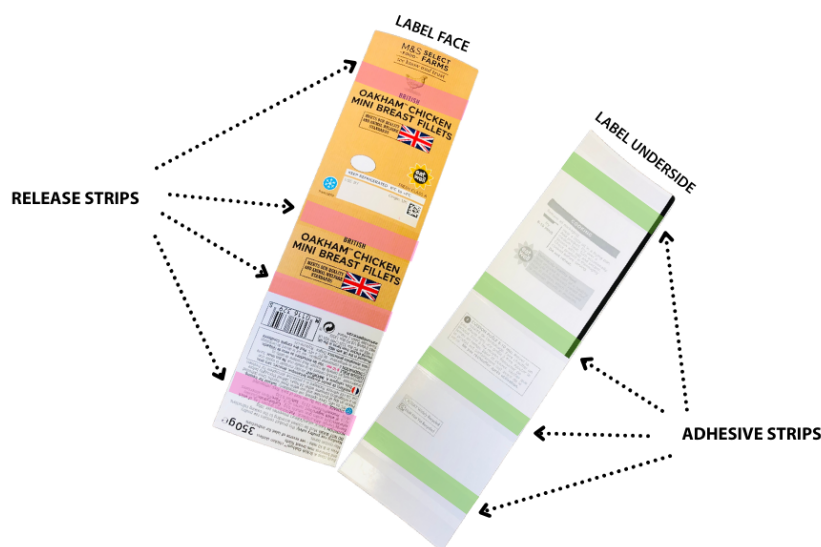
Linerless labels are pressure-sensitive adhesive labels supplied without a backing liner, making them a sustainable, cost-effective alternative to traditional self-adhesive labels.

Using silicone release strips and adhesive zones, they self-wind and apply cleanly using Ravenwood's Nobac applicators – eliminating waste and increasing efficiency. Ravenwood's Circle of Linerless system ensures reliable performance from coating to application.

What Are Linerless Labels?

Linerless labels are a **sustainable labelling innovation** designed to eliminate traditional liner waste. Unlike self-adhesive labels that require a backing paper (liner), linerless labels are supplied on a continuous roll of pressure-sensitive material.

When applied using **Ravenwood's network of specialist printers and Nobac applicators**, the label is cut or applied directly onto the product – reducing waste, improving efficiency and lowering environmental impact.



 [VISIT OUR LABEL GALLERY](#)

How Are Linerless Labels Made?

Linerless labels use a unique combination of **release strips** on the face of the label and **pressure-sensitive adhesive** on the underside.

Linerless labels are precisely made using **Ravenwood's Com500 linerless coater**, which applies **pressure-sensitive adhesive on the back** and **release strips on the face** in a controlled pattern.

This combination allows the labels to **self-wind without a liner** while ensuring that **only the adhesive touches the product** during application.

The Com500's accurate coating, curing and rewinding systems make **high-speed, consistent and reliable linerless label production** possible.

- Silicone release areas prevent layers from sticking together.
- Adhesive strips align with tray edges or product surfaces.
- This pattern allows labels to **self-wind without a liner**.
- During application, only the adhesive touches the product.
- Silicone zones ensure smooth separation on application.
- This engineered coating pattern is essential for **consistent, high-speed, reliable linerless performance**.

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How Linerless Labels Work

Linerless labels use advanced substrates, adhesives and coatings to deliver performance without a liner.

COMPONENT	FUNCTION	RAVENWOOD TECHNOLOGY
Substrates	Durable paper or film for strength and print quality	Ravenwood-approved materials for clarity and shelf impact
Adhesives	Pressure-sensitive, clean adhesion	Tailored to product surface and application
Machinery	Specialist linerless applicators	Nobac 5000 range
	X-ray and vision inspection systems	VXR Vision Pack Inspection System
	Linerless converting equipment	Com500 Coater

Ravenwood's **Circle of Linerless** ensures all elements work together seamlessly – from coating to inspection and application.



👉 VISIT THE [CIRCLE OF LINERLESS](#)

The Benefits of Linerless Labels

Sustainability

- Zero liner waste – no backing paper.
- Lower carbon footprint – fewer raw materials.
- Reduced transport impact – more labels per roll.

Efficiency

- Longer roll lengths = fewer roll changes.
- High-speed, clean application with the Nobac 5000 range of applicators.
- Compact storage and reduced downtime.

Cost Savings

- No liner disposal costs.
- Less stoppage and higher uptime.
- More labels per roll = lower shipping and warehousing costs.

Applications of Linerless Labels

Ravenwood linerless labels are trusted across industries:

- **Food:** ready meals, bakery, meat, fish, poultry, fresh produce.

- **Logistics & Retail:** wholesale packaging, promotional labels.
- **Beverage:** bottles, cartons, cylindrical products.

High adhesion, print quality and compatibility support demanding environments.

Comparison: Linerless vs Self-Adhesive Labels

FEATURE	LINERLESS LABELS	SELF-ADHESIVE LABELS
Liner Waste	None	Backing liner discarded
Roll Length	Up to 40% more	Limited by liner thickness
Downtime	Reduced	Frequent roll changes
Environmental Impact	Lower CO ₂	Higher CO ₂
Cost Efficiency	Improved	Higher lifetime cost
Storage & Transport	Compact	Bulkier, heavier

Nobac 5000 Range of Linerless Applicators

At the centre of Ravenwood's linerless ecosystem is the **Nobac 5000 range**, designed specifically for precision, reliability and high-speed linerless label application.

Key benefits:

- Handles multiple label formats and tray styles.
- Integrates with barcode printing, weigh-price systems and vision inspection.
- Built for demanding food production environments.
- Part of the **Circle of Linerless** workflow.

👉 [VISIT OUR NOBAC FAMILY TREE](#)

Case Studies

Ravenwood's linerless solutions are used worldwide to reduce waste, streamline operations and enhance branding.

Read examples in:

- Supermarket-ready packaging.
- High-speed food production lines.
- Brands moving from self-adhesive to linerless.

👉 [VISIT OUR CASE STUDY PAGE](#)

Frequently Asked Questions About Linerless Labels

Q: Can linerless labels be used on any product?

A: Yes – linerless labels are compatible with many shapes, substrates and pack formats.

Q: Do linerless labels require special equipment?

A: Yes – they require dedicated applicators such as Ravenwood's **Nobac 5000**.

Q: Are linerless labels more expensive?

A: The initial setup may be slightly higher, but long-term costs are **significantly lower** due to reduced waste and increased uptime.

Q: Can linerless labels be recycled?

A: Yes – Ravenwood-approved materials support recycling and circular packaging initiatives, helping to reduce CO₂ emissions.

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Ready to Go Linerless?

With a global network of machinery distributors and printers, we're helping brands worldwide transition to sustainable, waste-free labelling. Join the movement and be part of the future of responsible branding.

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Ravenwood's Global Machinery & Printer Network

Delivering linerless label solutions worldwide through trusted partners.

Our Network at a Glance

- Ravenwood works with a **carefully selected network of machinery distributors and printer partners** across the globe.
- Together, we deliver **reliable, high-performance linerless solutions** to food, beverage, retail and logistics industries.
- **Key stats:**
 - 24 countries served – across 6 continents
 - 38 certified machinery distributors and 24 printer partners



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