

# AD XeroLinr DT™

Linerless for QSR: An efficient high-performing, sustainable solution for quick-service restaurant printing



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.

AD XeroLinr DT™ is Avery Dennison's linerless direct thermal label, developed to address the challenge of inventory tracking and management, reducing label waste in Quick Service Restaurants (QSR). AD XeroLinr DT™ offers an efficient, high-performing, sustainable alternative for variable information (VI) applications at various store levels. With excellent resolution for barcode scanning and readability, AD XeroLinr DT™ ensures uninterrupted operations during peak hours.

## Application areas

Ideal for food and in-store applications including:

- Clamshell Packaging
- Hot/Cold Beverages Cups
- Burger Wrappers
- Serving Trays
- Paper Bags

Non-pack applications including:

- Labeling of shelves, trays, cups and other items for organizing



## Exploring the advantages of AD Xerolinr DT™

### Cost optimization

Labels are printed in various lengths to minimize space wastage and maximize the number of labels per roll, reducing overall application costs.

### Efficient and accurate order processing

By eliminating the need for handwritten orders, our solution enhances the speed of service to customers and minimizes manual errors. Additionally, it accommodates up to 60% more labels per roll, resulting in fewer roll changeovers and increased machine uptime.

### Reliable adhesion performance

Our solution performs in any environment, from extreme temperatures to varying moisture levels. It securely adheres to takeaway packaging, even at temperatures up to 80°C, and works for both cold beverages and microwaveable foods, ensuring convenience and reliability.

### Safety

A liner-free solution keeps any liner waste away from the floor, preventing slip risks and ensuring a hazard-free environment.

### Sustainability




By significantly reducing waste generation, our solution leads to substantial savings in liner waste disposal. It not only minimizes the consumption of raw materials but also effectively eliminates CO2 from the supply chain, while conserving water.

## Product information

Code	Description	Adhesive Type	Width (mm)	Length (mm)	Core (mm)	OD (mm)	Rolls/Box	Boxes/Pallet	MOQ
NW1930	Premium-Therm TC30 Linerless/S692N	Emulsion Semi Permanent	58	65	25	93	30	45	10km <sup>2</sup>
NW1940	Premium-Therm TC30 Linerless/AR700	Emulsion Removable	58	65	25	93	30	45	10km <sup>2</sup>
NW1960	Premium-Therm TC30 Linerless/AT20	Emulsion Low Temperature	58	65	25	93	30	45	10km <sup>2</sup>
NW5920	Direct-Therm TC24 Linerless/HP103	Hot Melt Permanent	58	65	25	92	30	60	10km <sup>2</sup>
NW5940	Direct-Therm TC25 Linerless/HR630	Hot Melt Low Temperature	58	65	25	92	30	60	10km <sup>2</sup>

OD: Outer Diameter

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