Direct Thermal Linerless Roll Labels

An all-in-one, print-and-apply label solution that’s simple, versatile, reliable, and sustainable.

WS Packaging Group: Equipped for Success

WS Packaging Group pioneered the development of linerless direct thermal labels over 20 years ago to the emerging worldwide market for handheld, desktop, kiosk and robotic applications. We were the first to provide direct thermal linerless as a commercially printed product, which is why we offer the best permanent solution available. The imaging technology delivers sharp, dense, and clear images that provide the resolution needed for reliable barcode scanning and easy human readability in a wide range of labeling applications, including:

- Stamps and postal labeling
- Shipping labels
- Warehouse and distribution
- Weigh-scale receipts for delis and bakeries
- Fast food
- Pharmaceutical
- Medical
- High-speed robotic labeling

A Better Direct Thermal Linerless Label Solution

Simplify your desktop and portable labeling processes. The versatility of direct thermal imaging enhances your productivity with improved operational efficiencies because no ribbon is needed and you only have a single consumable to manage. Also, with no label liner eliminates it reduces the impact on your waste stream, which yields a better overall total applied cost.

With direct thermal linerless, the top of the label face stock has a silicone release coating to prevent labels from adhering to those wound underneath. This patented coating self-cleans the print head and protects the direct thermal image which is contained in the direct thermal imaging technology that is in a separate coating on the face stock.

Direct Thermal Linerless Label Specifications

- Material: Paper
- Caliper: 76
- Image Longevity: High
- Print Speed: 2 inches to 12 inches per second
- Roll Width and Length: Custom
- Adhesive: Ultra removable to durable permanent suitable for all-weather applications
- Perforation: Available with or without
- Printing: Can be printed with custom graphics under the release coat and on the adhesive side
System Integration

You can rely on our direct thermal lineless products to be compatible with the printer OEMs you trust—Zebra, Datamax-O’Neil, and Toshiba, among others. Our product selection includes the most versatile face stock with three application-specific adhesives. Additional features include:

- Printing invisible UV or IR security ink/dyes for brand protection and label orientation
- Custom roll widths and lengths matched to specific applications
- Exclusive roll core liner that eliminates core dust contamination
- Complete production chain-of-custody tracking for quality control

Economic and Environmental Benefits

With direct thermal linerless labels from WS Packaging, you only have one consumable—the label stock:

- Low cost of ownership. More labels per roll, almost double in some cases. This means approximately half as many roll changes and the associated labor costs. Just simply load the label media and the very next label is ready to go, without any start-up waste.
- Since there is no liner, you avoid the costs associated with liner disposal, as well as any potential hazards associated with liner waste on the floor.
- There are fewer boxes, pallets, and skids of materials.
- Approximately 50 percent less warehouse space is needed to store direct thermal linerless labels.
- Transportation costs are reduced throughout the supply chain.

For more information:

call 877-977-5177
email marketing@wspackaging.com
or visit wspackaging.com

Put the power of our innovation to work for you!

With printing and packaging facilities across the U.S. and in Mexico, WS Packaging Group is one of the largest printing and label converting operations in North America. We produce high-quality label and packaging products for customers from emerging start-up companies to category-leading Fortune 500 brands. We offer extensive capabilities in flexographic, screen, digital, and offset printing; finishing effects like hot and cold foiling and embossing; in-house R&D teams for innovative constructions and product development, resulting in multiple industry patents; state-of-the-art research labs; and a proprietary online ordering, proofing, and brand graphics management system capable of seamlessly managing thousands of SKUs.

WS Packaging Group provides a complete label and packaging solution because we’re the only converter that is an OEM of standard and customized label application equipment.