

### DIRECT THERMAL LINERLESS: A SMART AND GREEN SOLUTION.

**Caponago**, April 4<sup>th</sup>, 2017 – Ritrama SpA, the leading Italian manufacturer of self-adhesive materials with 24 production facilities worldwide, has introduced to its Roll Label product portfolio an innovative labelling solution named DTL, Direct Thermal Linerless. It is a self-wound (linerless) thermal paper offering revolutionary properties, combined with cost-effectiveness.

#### BENEFITS

- ✓ **Increase of reels length:** up to 40% more labels per roll.
- ✓ **Improved efficiency** thanks to the reduction of machine downtime.
- ✓ **Proven construction:** a well tested compatibility between adhesive and silicone ensures a smooth unwinding and the highest printing quality (barcode readability).
- ✓ Adhesive which offers **excellent adhesion** to most known surfaces.
- ✓ Adhesive coating technology which guarantees **adhesive bleed free** for easy handling and avoids label's edge lifting.
- ✓ Allows consecutively printed variable length labels.
- ✓ **No liner**, no waste and disposal costs.
- ✓ **Environmentally friendly solution**, by reducing solid waste stream.

#### Applications

- ✓ Retail price labelling.
- ✓ Food weight scale labelling.
- ✓ Warehousing & logistics labelling.
- ✓ Mobile printing.

Ritrama meets the linerless labelling requirements offering a wide range of sizes and packaging for any area of use. For more information, please refer to your Ritrama Sales Representative.

#### ABOUT RITRAMA

*Founded in Italy in 1962 Ritrama, an Italian multinational company, is the leading independent supplier of self-adhesive material in Europe and one of the worldwide key players. With more than 1085 employees and 24 facilities located throughout the world, it is considered the largest family-owned company in the self-adhesive industry. Ritrama offers a wide range of products grouped into five divisions - Roll Label, Graphics, Offset Sheets, Industrial and Polifibra. Coating sites and R&D departments are located in Europe, America (North and South) and the Far East. A modern centralized logistics platform is located in the Headquarters in Caponago (near Milan). Ritrama materials are applied in countless highly specialized and commodity industries such as visual communication, food, pharmaceutical and wine labelling, offset and screen printing, industrial labelling and anti-counterfeiting. The Ritrama group has an extensive network of distributors present all over the world to ensure a local "just in time" delivery of the products.*

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