

DIRECT THERMAL LINERLESS: THE EVOLUTION OF THE SPECIES.

Caponago, 15 January 2018 – The evolution of the species. This claim could ideally group and show all linerless products for thermal printing which Ritrama has designed and developed over the years to comply with EU Regulation 1169/2011. This regulation requires that retailers include a list of ingredients in their food labels, such as nutritional values and possible allergens and the origins of the food. The retailer therefore needs labels with different sizes depending on the information to be shown.

Ritrama Direct Thermal Linerless provides the solution.

The technical evolution of the species. Direct Thermal Linerless products are the latest innovation of the labelling sector: they are continuous rolls of thermal paper with no liner (siliconised backing). An innovative labelstock without release, which does not produce any extra waste. A reduced environmental impact because there is no liner to be disposed of. A higher rate of productivity because it allows producing over 40% more labels per roll as less rolls need replacing, which leads to a significant reduction in machine downtime. An economic advantage, too, because waste management, storage and transport costs are less. Many advantages, which combined with fast application and labelling accuracy, will serve the best interests of many sectors, from retail to logistics.

The range evolution. In order to meet labelling requirements in the retail sector, Ritrama has developed linerless products for thermal printing, available in several versions and colours. The offer includes the version with thermal paper in yellow, red, light blue, green and orange; then there is fluo thermal paper in the same colours and the pre-printed version, which can be customised with logos and text in up to eight colours.

And what does the future hold? We asked **Sergio Veneziani, Product Manager of Ritrama's linerless range**: "Sales volumes are growing significantly: January 2018 has already exceeded the forecasts we made at the end of 2017. As far as Retail is concerned, this positive trend surely depends on the fact that most traditional weight scales, which work with standard rolls, are being replaced with linerless scales. As for our products, Ritrama is currently working on a new version of Direct Thermal Linerless with a special adhesive for frozen products":

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 1000 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.

RITRAMA SpA
Headquarters Slitting & Distribution Centre
Via Senatore Simonetta, 24
20867 CAPONAGO (MB)
Tel. 02 9554591 - Fax 02 95545901
info@ritrama.com
www.ritrama.com