

Why More UK Logistics Companies Are Switching to Linerless Labelling

In the world of logistics and supply chain management, small changes often have the biggest impact. The shift from traditional self-adhesive labelling to linerless alternatives is gaining momentum across the UK. For manufacturers, warehouse operators and distribution centres, linerless labelling is proving to be more than just a packaging tweak; it's a practical route to waste reduction, better efficiency, and improved sustainability.

What Makes Linerless Labelling Different?

Unlike standard pressure-sensitive labels, linerless media is manufactured without a backing liner. The media is coated with a release layer that prevents it from sticking to itself on the roll. This design eliminates the liner waste typically generated during label application and allows more material to be wound onto each roll, meaning fewer stoppages and smoother workflows.

This isn't a new technology, but it is becoming increasingly viable for logistics applications thanks to improved materials, better-performing print and apply systems, and a growing emphasis on operational sustainability.

Real-World Benefits in Warehousing and Distribution

For UK-based logistics operations, the switch to linerless print and apply labelling systems brings a number of advantages:

- **Reduced downtime:** With more media per roll and no liner to dispose of, print and apply lines run longer without interruption.
- **Simplified waste handling:** Removing the need for liner disposal helps cut housekeeping time and avoids slip hazards on packing lines.
- **Improved traceability:** Linerless labels support clear, accurate printing of barcodes and other variable data which are essential for pallet labelling, dispatch workflows and stock management.

These process improvements contribute to higher throughput and greater accuracy, while supporting broader automation goals.

Lower Environmental Impact

In a sector where waste volumes can be high, linerless labelling helps reduce environmental impact at source. By removing the need for a backing liner, total material usage drops significantly. Fewer deliveries of label stock are needed, and there's no need to manage or dispose of liner waste, reducing both carbon emissions and operational costs.

This benefit is compounded when using responsibly sourced linerless label materials, such as UPM Adhesive Materials' FSC®-certified direct thermal range, and equipment manufactured by companies

with strong environmental credentials, like Cobalt Systems in Cheshire, a carbon-neutral UK manufacturer.

Is It Cost-Effective?

While the switch to linerless labelling systems may require an initial investment in compatible equipment, many businesses find that cost savings follow relatively quickly. With fewer consumables, reduced labour requirements for roll changes and waste handling, and fewer errors in label placement or scanning, the return on investment can be substantial. For companies under pressure to meet sustainability goals and reduce operating costs, linerless print and apply systems offer a route to achieving both.

Is Linerless Right for Your Operation?

Whether you're involved in high-volume pallet labelling, fulfilment operations, or industrial manufacturing, linerless print and apply labelling offers a cleaner, leaner and more sustainable alternative to traditional labels. It's a small change that can deliver measurable gains in cost, in carbon savings, and in everyday efficiency.

[Click here to can learn more about linerless](#) and our linerless labelling systems for packs, cases and pallets. To explore whether linerless print and apply labelling fits within your operational setup, get in touch with our team for advice tailored to your application.