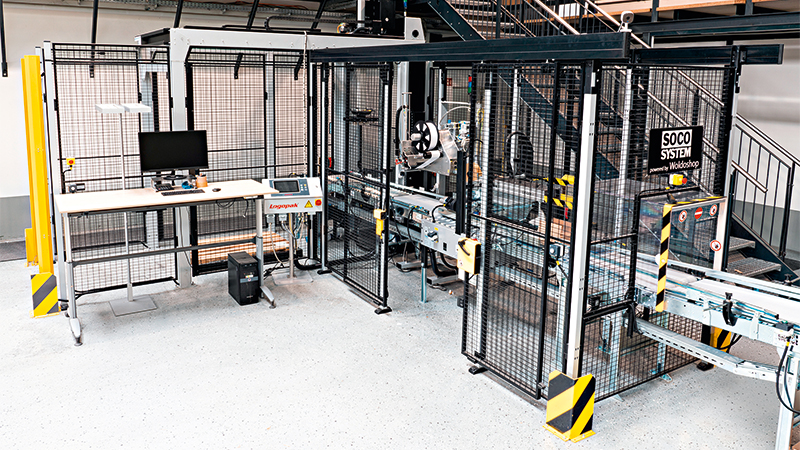
**UPM Raflatac and Logopak announce collaboration to offer the first robust linerless solution in print and apply labeling**

(UPM Raflatac, Helsinki, 21 September 2022 at 14:00 EEST) – The label manufacturer UPM Raflatac and the industrial labeling and identification solutions provider Logopak have agreed on a collaboration, which provides their customers the first robust linerless solution in print and apply labeling. With linerless labeling, omitting the label liner significantly increases the running length and capacity of the label rolls, saves costs, and benefits the environment by reducing the CO2 footprint in production and logistics. As a first step the collaboration will improve especially the automatic labeling of secondary packaging.



The benefits of the collaboration for customers are realized through the excellent compatibility between Logopak’s [linerless labeling technology](https://logopak.com/products/labelling-systems/400-eco-linerless-series.html) and UPM Raflatac’s [Linerless Opticut™](https://www.upmraflatac.com/news-and-stories/news/2021/01/upm-raflatac-takes-linerless-labeling-to-new-heights-with-opticut/) label material. Logopak has tested the functionality of the linerless printing with more than one million cuts with UPM Raflatac’s OptiCut material without any significant pollution or major abrasion of the cutter. This remarkable result is proof that together Logopak and UPM Raflatac can provide a labeling solution that takes automatic linerless labeling to unprecedented level of speed, accuracy and reliability tackling the challenges linerless labeling has conventionally faced.

The Logopak’s fully automated Logomatic 410 Linerless labeling system provides sustainable, flexible, and budget-friendly labeling of secondary packaging and shipping cartons. The Logomatic enables cutting the labels, which are coated with active adhesives, to individual sizes, which optimizes both the material input and economically efficient use of Logopak’s innovative eco labeller.

UPM Raflatac’s Linerless Opticut is a labeling material that prevents paper jamming and provides excellent adhesion with minimal adhesive build-up. The solution minimizes service time and offers customers maximum uptime of the labeling system with reduced need for roll changes, lower material costs and improved sustainability with FSC certified (FSC-C012530) raw materials and smaller usage of paper compared to comparable pressure-sensitive label materials. UPM Raflatac’s linerless range is also certified as a CarbonNeutral® product against the Carbon Neutral Protocol.

“We have been determined to develop linerless labeling to new heights to drive both sustainability and efficiency. By joining the forces with Logopak we can accelerate these advancements and offer first class solutions also in the field of automated labeling,” says **Ville Pollari**, Business Segment Director, Paper Laminates EMEIA, UPM Raflatac.

“Our vision is to make industrial labeling consistently sustainable in order to improve the eco-balance in an efficient way. By close cooperation with UPM Raflatac, we achieve a perfect interaction in the field of linerless labeling technology which enables us to offer complete solutions for our customers, from machinery and software until consumables. This underlines our mission to make business “Faster. Safer. Greener.“, says **Patrick Petersen-Lund**, Product Manager, Logopak Systeme.

[Click here to download images >>](https://materialhub.upm.com/l/BFZ6FswJDLg5)

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**UPM Raflatac**

UPM Raflatac is leading in sustainable labeling through our innovative self-adhesive label materials and services. We offer high-quality paper and film label stock for branding and promotion, informational labels, and labels with functionality. We operate a global network of factories, distribution terminals and sales offices. Our company employs around 3,000 people and made sales of EUR 1.7 billion (USD 1.9 billion) in 2021. UPM Raflatac is part of UPM. Find out how we are labeling a smarter future beyond fossils at [www.upmraflatac.com](http://www.upmraflatac.com).

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**Logopak Systems GmbH & Co. KG**

Logopak Systeme GmbH & Co. KG is one of the world's leading suppliers of digital systems for industrial labelling of products, trays, cases and pallets.  
  
Founded in 1978 in Hartenholm near Hamburg, Logopak is now represented worldwide with more than 300 employees at a total of nine locations. 90 percent of the production of the versatile labelling solutions takes place at the company's headquarters near Hamburg.  
  
In addition to the logostically integrable labelling systems, the innovative range of Logopak systems includes the LogoSoft data management software, barcode and industrial printers as well as the necessary consumables for direct and indirect labelling of products and packaging of all kinds.   
  
As a full-service provider, Logopak Systeme GmbH & Co. KG includes support, maintenance, training and long-term spare parts supply for its own IoT technology. The modular system in the area of hardware and software and the offer of customised special designs enables the cross-sector implementation of individual digitisation strategies in industrial production.

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**UPM**We deliver renewable and responsible solutions and innovate for a future beyond fossils across six business areas: UPM Fibres, UPM Energy, UPM Raflatac, UPM Specialty Papers, UPM Communication Papers and UPM Plywood. As the industry leader in responsibility, we are committed to the UN Business Ambition for 1.5°C and the science-based targets to mitigate climate change. We employ 17,000 people worldwide and our annual sales are approximately EUR 9.8 billion. Our shares are listed on Nasdaq Helsinki Ltd. UPM Biofore – Beyond fossils. [www.upm.com](http://www.upm.com)

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