



## Perfect labelling solutions for commercial shipments

**The linerless labelling system Logomatic 400 Linerless combines sustainability with economic efficiency and flexibility – selling points that inspire and convince our customers!**

### The customer

With the products sold under its own brand name WoldoClean, Woldoshop GmbH – based in Norderstedt near Hamburg – brings cleanliness and hygiene to people's homes and workplaces. Everything needed for cleaning and maintaining coffee makers and fully automated coffee machines, ovens, household appliances, floors or sanitary facilities can be ordered online either via the company's own online shop or via Amazon. A team of cleaning professionals, hygiene specialists, laboratory staff and production experts is continuously working on product improvements and new WoldoClean product lines. Business with the more than 200,000 private and business customers is booming – and places high demands on professional customer care.



**Logopak's linerless labelling solution meets Woldoshop's every requirement!**

Stefan Bergmann,  
Key-Account Manager,  
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» **Linerless labelling: zero waste – good for the environment**

## The task

With the increasing turnover of Woldoshop, the volume of shipments for WoldoClean products and cleaning sets has also grown steadily. The decision makers were therefore faced with the task of further automating the company's logistical processes. Precise labelling of the shipping cartons was of particular importance, because only goods that can be properly identified reach the customer as quickly as possible or are accepted by Amazon's incoming goods department. Goodbye desktop printers – now it was a matter of labelling more and more articles automatically and thus faster, more securely and more efficiently. And of course, this had to be as sustainable as possible – which is why Woldoshop became aware of Logopak's eco-labellers.

## Ahead of the competition:

- » **100 % zero waste from liner material – thanks to the special label coating TEGO® RC 730 jointly developed by Evonik and Logopak**
- » **Linerless label rolls last approximately twice as long as rolls with liner material**
- » **Different label formats can be mixed and printed one after the other – no need to change the label rolls**
- » **Logopak's linerless technology improves the CO<sub>2</sub> footprint in production, transport and disposal without using water or other resources**



Sustainable, flexible, reliable and cost-saving – for Woldoshop, the linerless labelling technology provided by the eco-labeller Logomatic 400 Linerless is a “clean solution”, both economically and ecologically.

## The solution

Eco-labelling made by Logopak stands for labelling processes without waste, without avoidable CO<sub>2</sub> emissions and without unnecessary storage and logistics costs. At the same time, eco-labelling is synonymous with customisable and tailor-made labels, as well as less effort in stocking and changing label rolls during operation – because different label formats can be mixed and produced without any changeover effort. Finally, for Woldoshop, the sustainable aspects were true “must-have arguments” that underline the ecologically oriented image of the company and its products.

The Logomatic 400 Linerless labelling system was integrated into a packaging line from the manufacturer SOCO SYSTEM. It can label up to 15 cartons per minute and is able to produce 105 mm wide labels of variable height very flexibly. An integrated distance sensor enables the labelling of shipping cartons of different sizes. A scanner on the vacuum applicator checks each applied label for print quality and legibility. This ensures that only shipping units that can be reliably identified throughout the entire logistics cycle are being processed for delivery.

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