

Rako wins WorldStar Award for linerless label

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Rako has won a 2013 WorldStar Packaging award for its linerless label. The Lean Label Eco won the award in the 'Other's' category, one of seven categories judged by an international jury in Singapore in November 2012.

The company aimed to increase the positive environmental impact and sustainability of label production. It commented: 'The key to success are intelligent solutions which offer clear advantages to the customers.'

'How it succeeds can be demonstrated on the development of the linerless label. Unlike conventional self-adhesive labels, linerless labels do not require liners, which transport the label to the product to be labeled. This completely innovative technology produces labels which stick to themselves and can be dispensed cleanly due to the siliconized surface of the label. There are no distances between the labels. Thus, you have a better material utilization and the number of labels on reel can be increased, thereby reducing the numbers of reel changes at the machine. Ideally, the roll core can be reduced up to 37 percent with identical number of running meters.'

The company continued: 'The application of the new linerless technology does not reduce dispensing speed, the winding up of linerless labels does not increase noise level and the decreased use of materials and resources lowers waste to a large extent. Moreover, it reduces energy consumption and preserves valuable resources. The customer saves transport and storage costs. All in all, this excellent innovation offers many advantages.'

The WorldStar Packaging Awards has been an important prize in the industry for more than 40 years. This year, the competition attracted 316 entries from 33 countries. The awards ceremony will be held in Sydney, Australia on May 9.

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