

# READY FOR **SUSTAINABILITY**



**HM Linerfree<sup>®</sup>**

- SUSTAINABLE LABELLING WITH ZERO WASTE

# TAKE ACTION ON LOWERING YOUR **CARBON FOOTPRINT**

## **Sustainability** - The word on everyone's lips

Sustainability is becoming a necessity for companies all over the world due to the increased focus on climate change and the emergence of the 17 UN Global Goals (SDGs).

All the more, closing the knowing/doing gap by embracing a green approach to business practices is crucial.

As a result, most companies today have a CSR business strategy, which includes lowering CO<sup>2</sup> emissions and eliminating waste.

## **Global goals & green solutions**

The SDGs call on companies everywhere to advance sustainable development through the investments they make, the solutions they develop, and the business practices they adopt.\*



## **SUSTAINABLE DEVELOPMENT GOALS**



\* SDG Compass (2015)

# AN EASY APPROACH TO REDUCE CO<sup>2</sup> EMISSIONS & TREE CUTTING

## Protecting the lungs of the earth

Forests are carbon absorbers and are often referred to as the “lungs of the earth”.

But did you know, that when trees are cut, burned or otherwise removed they emit CO<sup>2</sup> instead of absorbing it. According to WWF, deforestation and forest degradation are responsible for around 15% of all greenhouse gas emissions.

## 40 billion m<sup>2</sup> of backing paper

The backing paper of labels, also called liner, is pure waste, which has to be disposed of. Recycling is not yet a widespread and an economical option. Research has shown, that the labelling industry is responsible for a minimum of annually 40 billion m<sup>2</sup> of backing paper.

An average of 50 - 60 % of the material that goes into making label material ends up in landfills.

This equates to more than **10** million tons of unnecessary CO<sup>2</sup> emission every year.\*

## Zero waste = 50% less tree cutting

When searching for new and innovative ways of reducing global CO<sup>2</sup> emissions, HM Systems has developed a sustainable and inventive labelling solution, which is able to eliminate waste and thereby reduces the cutting of trees by **50%.**

Hence, using labelling material without backing paper is by far the most **sustainable way of labelling.**



\* According to AWA 2019 studies on waste caused by labelling backing paper.

# READY FOR SUSTAINABILITY?

**HM Linerfree®** is a patented print & apply labelling solution, which does **not** require backing paper.

The HM Linerfree® solution offers all companies with industrial production and packaging a sustainable alternative with zero waste and maximum flexibility.

## Reduce your carbon footprint

HM Linerfree® is a significant contribution to your company's CSR activities to reduce CO<sub>2</sub> emissions and helps achieving the UN sustainable development goals no. 9, 12, 13, & 15.

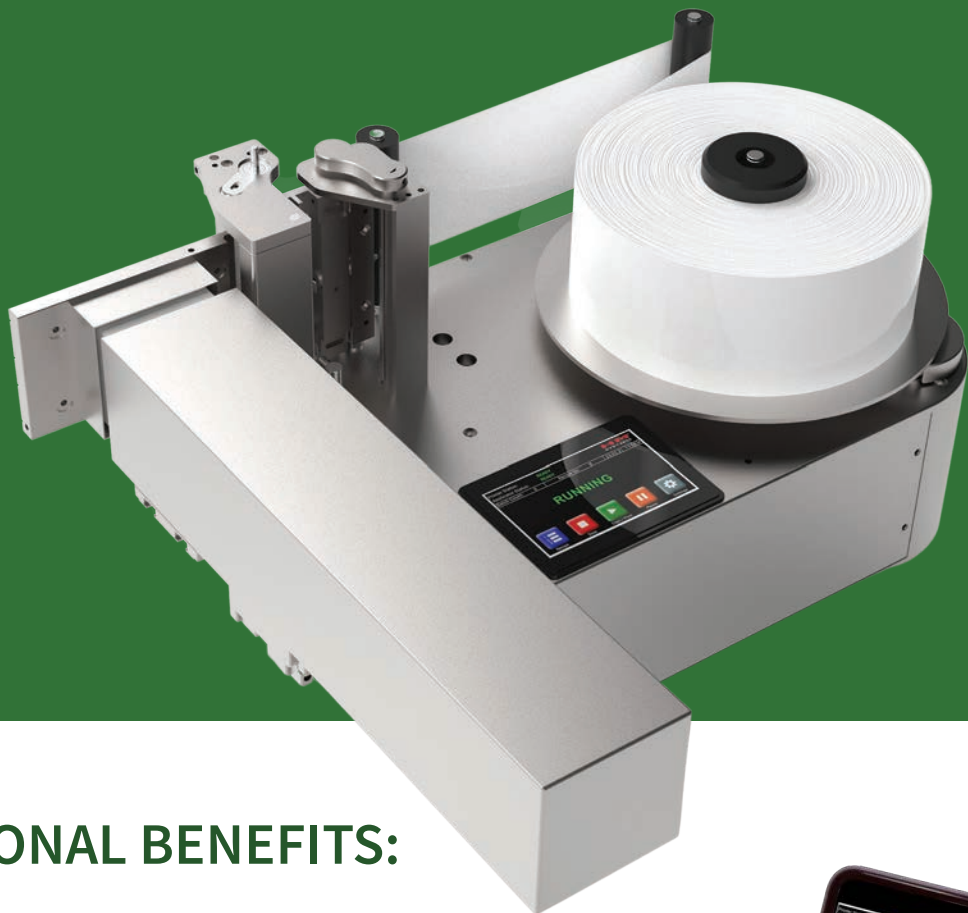
It uses 100% of the labelling material unlike conventional systems where up to 50% of the labelling material remains as waste, which must be disposed of.



## 5 UNIQUE BENEFITS:

- ✓ **Zero waste**
- ✓ **No backing paper**
- ✓ **Flexible & efficient**
- ✓ **Industry 4.0 - IOT**
- ✓ **One-stop supplier**





## OPERATIONAL BENEFITS:

- ✓ **50-70% reduction of label stocking costs**
- ✓ **Double operating time - reduced downtime**
- ✓ **Variable label length on the fly**
- ✓ **Double lifetime on printheads**
- ✓ **50% less in shipping**
- ✓ **Fewer & faster label roll changes**



### Why less is much more...

With HM Linerfree® the need for pre-printed labels is eliminated and the amount of label stock required is reduced, since all labels can be printed in one label format on the fly.

With a single HM Linerfree® label roll, 5,000 labels (100 mm label length) can be printed and applied - compared to approx. 2,500 labels on a conventional label roll with backing paper.

### Unique thermal paper quality for perfect prints

HM Systems has extensive experience in testing and selecting the best and most robust materials with long lasting visibility.

Furthermore, we have experience with a range of different label variations, such as standard and cold adhesives as well as removable adhesives. All materials are bisphenol free and RoHS compliant.

# APPLICATION OVERVIEW

Switchmode  
power supply  
120V / 240V

Icon-based interface  
Intuitive & user-friendly

Same base  
unit for all  
applications

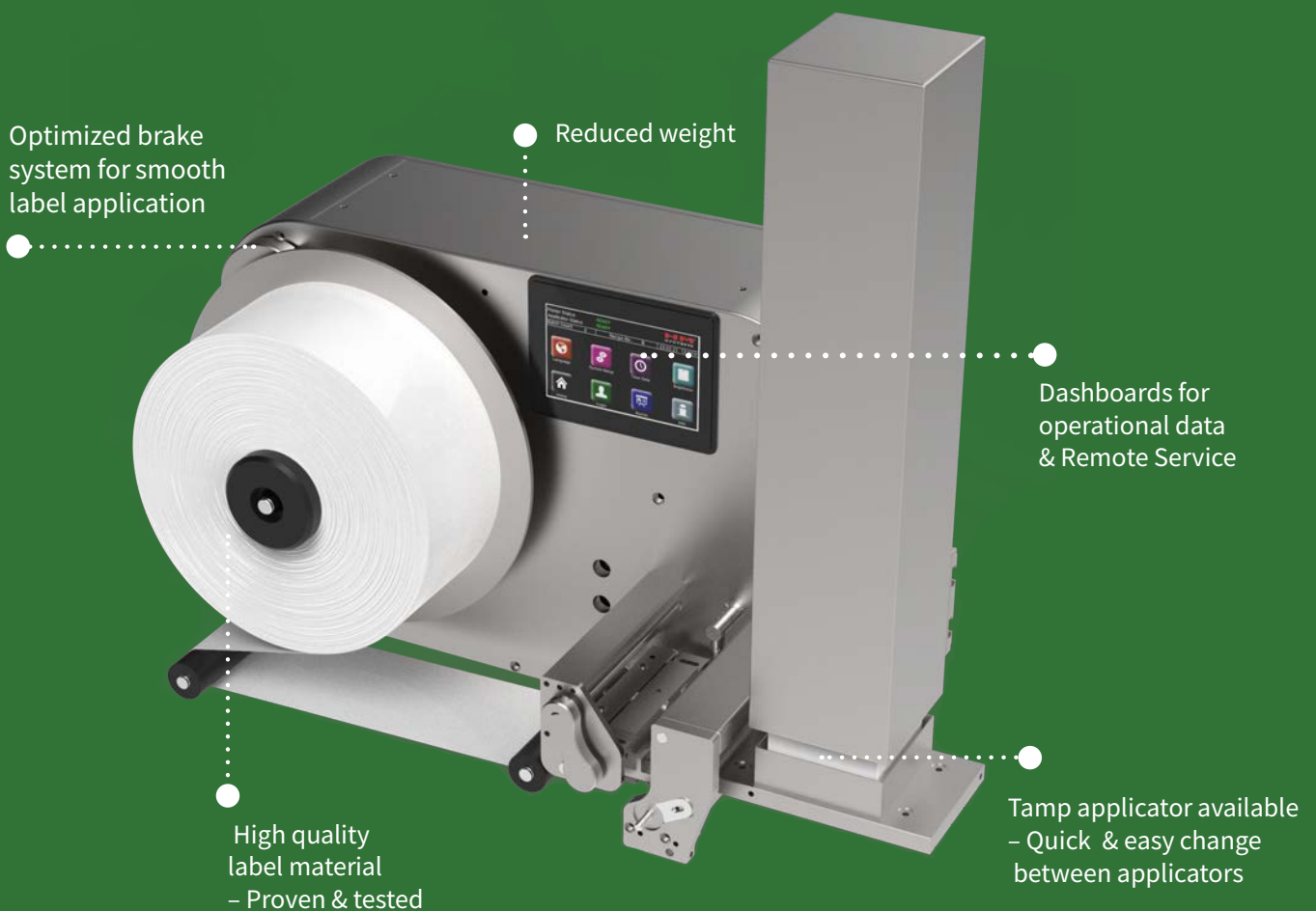
Easy changeable wear  
parts without tools

## BELT APPLICATOR:

Typically used for applications where the products to be labelled have the same or few different reference points when the label application takes place. It is an ideal application for putting unique traceability information on the label.

- ✓ Higher capacity - compared to tamp-on application
- ✓ Side or top labelling
- ✓ Suited for corner, bottom & wrap-around labelling
- ✓ Available with different applicator lengths
- ✓ Ideal for products that can be aligned to a side guide





## TAMP-ON APPLICATOR:

Typically used for applications where the products to be labelled have many different sizes. The movable tamp applicator is able to reach products with different heights. It is an ideal application for putting unique traceability information on the label.

- ✓ **Max flexibility - ideal for different sizes**
- ✓ **Typically used for top and side labelling**
- ✓ **Flow vacuum pad for many label formats**
- ✓ **Optimized label loop for higher capacity & minimum distance to products**
- ✓ **Optimized high safety with closed cylinder**



# REMOTE MONITORING, SMART CONTROL & CONNECTIVITY



## Industry 4.0 - Smart control & intuitive user interface

The HM Linerfree® controller features an extremely user-friendly touch panel with many intelligent features, such as alarm overview, fault analysis, recipe control and OEE data, which can be used to increase the line performance significantly.

As an example, the controller holds numerous recipes, which all can be set-up and modified quickly.

HM Linerfree® is able to communicate with other machines upstream and downstream and has the possibility of OMAC and PackML as an option.

## Remote monitoring & connectivity

HM Linerfree® machines can be accessed world-wide via the Smart Controller and HM's technical Support Center.

It is possible to show data, such as device status, uptime, batch count, key alarms and warnings.





## Easy & intuitive user interface

The HM Linerfree® controller uses an integrated touch panel with an icon-based user interface. Access to different pages and settings is possible with a few clicks.

Optional it is possible to see all operating data via external web devices, such as PCs, tablets and smartphones.



## SERVICE MADE EASY

Easy service on the actual machine by local operators as well as remote service by external software engineers.

- ✓ Electronics are assembled in a block, which is easy to take out for service
- ✓ Lower weight = easy to handle the machine
- ✓ Compact dimensions = easy installation
- ✓ Tool-free exchange of platten rollers & cutter

# SOFTWARE SOLUTIONS FOR **DESIGN & PRINT MANAGEMENT**

HM Systems offers a wide range of software solutions for label design and print using the leading software applications, such as **NiceLabel, Codesoft and Bartender**.

These design software solutions make it possible to control and monitor printing processes throughout an entire factory.

HM provides both standardized solutions as well as customized solutions or a mix of both to fit our customers' needs.

## **Label Management Systems**

Simplifying print and labelling processes with a label management system decreases risks and reduces costs and errors.

It centralizes data and label management, integrates printers with business systems and standardizes labelling on a single platform.

## **Automation**

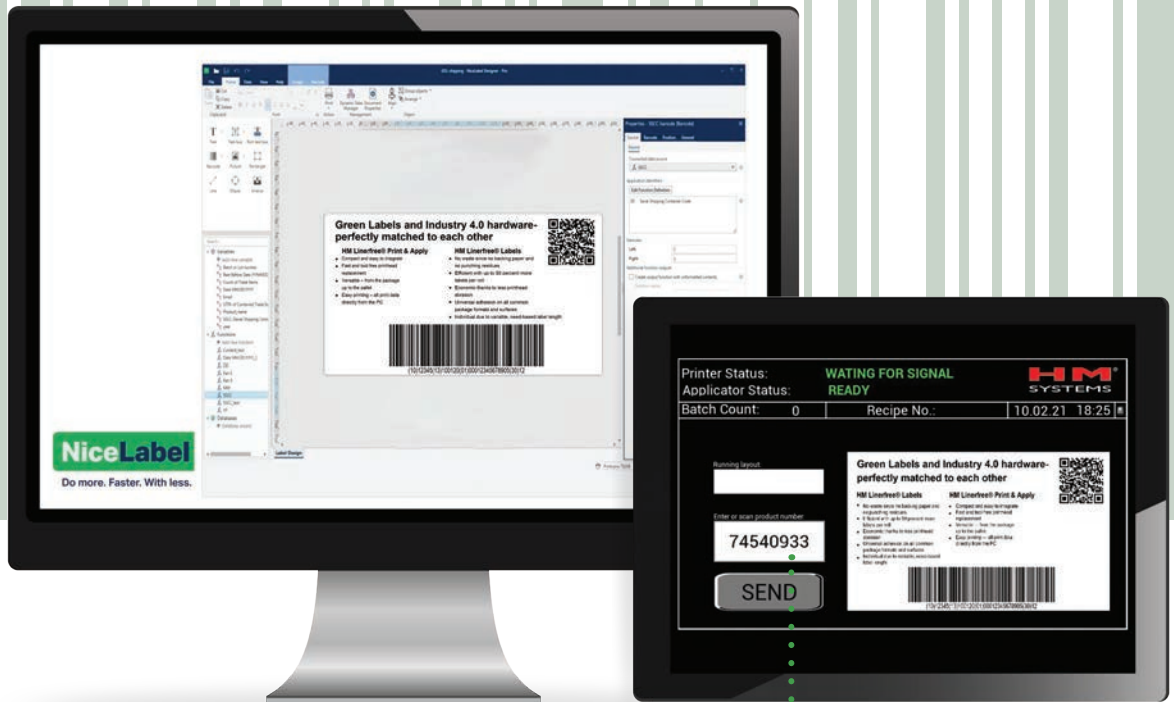
Automation empowers you to streamline complex printing processes. You can also integrate printing with existing business systems and hardware devices, such as PLCs or weighing scales.

## **UNIQUE FEATURES:**

- ✓ **Windows drivers for all printer types**
- ✓ **Customization of interface - NiceLabel Power Forms**
- ✓ **Professional design with min. training requirements**
- ✓ **Connectivity to ERP-systems (e.g. SAP, Navision, Axapta)**
- ✓ **Download of free trial versions**



# SIMPLE LABEL DESIGN



Optional: Scan or enter product ID & automatically call the relevant labels from your HM Automation server

HM Linerfree® labels are able to hold large amounts of information, which can be used for traceability & unique data

2D & Datamatrix Barcodes

Extensive texts & titles in different formats



GS1 128 Barcode



YOUR PARTNER FOR  
INNOVATIVE MARKING



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