

# Waste Not, Want Not



Playing charades and sticking names onto your forehead? If you are using a professional label printer, the labels are often carried by liner – and this liner stays as waste that needs to be disposed of, long after the game is over. And that turns out to be not only a cost factor, but also an encumbrance, as the liner is not recyclable.

Liner-less labels make the life of the charades player easier – no liner, no waste. This is especially important when the label is not applied automatically but manually, as in a retail store. Printing labels without liner saves on waste management and disposal costs.

For the printer manufacturer, however, life gets a lot harder. He has to prevent the liner-less labels from sticking

to the printer, especially to the printer platen. Sticking labels are a prime reason for printer failures, and they are difficult and costly to remove.

Dreusicke is providing a solution for kiosk and printer manufacturers. Rollers and platens coated with the anti-adhesive silicone rubber Dregosil 455 solve several problems encountered in the past. This material combines the elasticity and softness needed for a good printed impression when using a thermal print head. Dregosil 455 is anti-adhesive by itself and no extra coating of the rubber is needed. Thus its properties stay constant over its lifespan, which should result in high cost reduction. The anti-adhesive effect is created as a result of the rubber's

chemical formulation. Ingredients such as oils are not used because their anti-adhesive effect disappears over time.

Dreusicke is working closely with OEMs and rubber compounders to develop and test rollers which will be up to the job. A workforce of fifty people are ready to manufacture customised roller assemblies for cash-handling applications, card readers, receipt and label printers, mailroom equipment, and digital printing presses.

The company began production in 1926, and was first certified for quality standard ISO 9001 in 1996.

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