



FELINS MEETS CONSUMER DEMANDS WITH ADHESIVE FREE LABELING

Milwaukee, WI (December 14, 2021) - In the world of retail [food](#), the label is more than just a means of advising the consumer of the nutrition facts, ingredients, and expiration dates. The food label is the voice of the brand creating an emotional connection between the company brand and the consumer making it a crucial part of the packaging.

Common forms of labeling and sleeving, whether manually or automatically applied, often require glues and adhesives resulting in extra application steps and an increase in wasted materials, making it difficult to meet consumer demands.

Many packaging and labeling decisions are driven by consumer demands. Today we are seeing demands for minimal materials, reductions in plastics, [sustainable and environmentally friendly](#) products, brand recognition or a relationship with the brand, as well as an overall food experience. Felins offers unique forms of labeling, such as [adhesive-free labeling](#), [automatic sleeving](#), and heat free unitizing with ultrasonic technology, that meet and exceed these consumer demands.

There are pros and cons to various forms of labeling in the food industry. While adhesive labels are beneficial in various food applications, they tend to leave a sticky residue on the product, have wasted liners, are commonly applied by hand, and can't withstand some shelf-life extension technology such as high-pressure processing (HPP). Similar to various adhesive labels, chipboard and paper board sleeves are commonly applied by hand, which is a challenge most industries are faced with due to the fact that labor is expensive, hard to find and difficult to maintain. Sleeves don't use tension to be applied and can fall off of the product unless applied with glues or adhesives. When it comes to unitizing: shrink wraps, tapes, and rubber bands are commonly used. Many of these methods require additional materials, leave a sticky residue on the product, or require heat in a cold room.

A machine that can apply a tensioned band paired with ultrasonic technology, such as the [ATS US-2000](#) or [ATS US-2100](#), eliminates the need for adhesives and glues and helps to increase throughput by being applied automatically. With the ability to switch between paper, plastic, or compostable film ultrasonic banding is an attractive way of labeling and unitizing. For products that may require variable data on their label, banners can be integrated with thermal transfer printers that can print lot numbers and best by details directly onto the label band. Due to the fact that the band is applied with tension, it is great for stacking skin packs or unitizing various products. The ultrasonic weld also allows products to be labeled or sleeved prior to undergoing high-pressure processing, reducing operation steps and costs.

STOP BY BOOTH C11266 AT IPPE 2022 TO LEARN MORE AND SEE ADHESIVE FREE LABELING IN ACTION

About Felins - Since 1921, Felins has worked to create alternative packaging machines and consumable materials to help give our customers a competitive advantage. We started with tying machines and have since grown to also offer paper banding, plastic banding, shrink wrapping, automated rubber banding, strapping equipment, automated paperboard sleeving, adhesive-free labeling, and stretch film banding equipment. If you're looking for innovative and sustainable packaging and banding alternatives, you're in the right place. Learn more at felins.com.