

# SUSTAINABLE SOLUTIONS

LPA 81x powered by LightSmart™ Technology

Innovative “backing paper-free” Print & Apply Labelling Solution offers accelerated performance, intelligence and sustainability.

The LPA 81x uses LightSmart™ Technology which eliminates wasteful backing paper material when printing content and shipping labels in the manufacturing, packaging and logistics industries for:

- Cartons
- Trays
- Pallets

Compared to conventional pressure sensitive (PS) labelling with backing paper and standard label lengths, the LPA 81x offers significant bottom line benefits through increased productivity, improved efficiency and reduced environmental impact.

## INCREASED PRODUCTIVITY ENHANCES PERFORMANCE

Eliminating the backing paper cuts time, steps, hassle and expense, adding productivity and flexibility through:

- Increased production line uptime due to 60% more labels on roll\*
- Reduced operator workload due to fewer and easier roll changes
- No backing paper waste handling and associated costs
- Flexible label length maximising material use
- Reduced material and ribbon resulting in lower consumable costs

## IMPROVED EFFICIENCY INCREASES SAVINGS

Using the LPA 81x with LightSmart™ accelerates operational efficiency without concessions to quality. No backing paper and flexible label sizes on a single supply roll mean:

- Fewer supply SKUs: Only one supply roll is needed for different label lengths
- 60% less material handling compared to PS labels due to more material on roll\*
- Reduced inventory space
- Reduced logistics and lower total shipping costs due to more labels on roll.

## AWARD WINNING “BACKING PAPER-FREE” PRINT & APPLY LABELLING SOLUTION



# SUSTAINABLE SOLUTIONS

LPA 81x powered by LightSmart™ Technology

## REDUCED ENVIRONMENTAL IMPACT ELEVATES BRAND






By eliminating the backing paper, LPA 81x elevates brand, increasing a company's sustainability credentials through:


- No backing paper production
- No backing paper waste
- Less material to transport


\* Source: NOVEXX Solutions internal test data


Using LightSmart™ Technology material leads to significant reductions in water and energy use, solid waste production and CO2 emissions when compared to conventional pressure sensitive labels.

The Avery Dennison™ Greenprint life cycle assessment tool demonstrates the savings below:

					
DIFFERENCE		416.630 Litres	261.780 MJ	0.7 Tonnes CO2	800 kg
IMPACT		47% less	25% less	2% less	65% less

 **Water** – Reduces water usage by 47%, equivalent to the amount of annual drinking water needed for 439 people

 **GHG** – Reduces the carbon footprint by 2%, equivalent to removing one car from the road for one month

 **Energy** – Reduces energy usage by 25%, equivalent to saving the annual energy consumption of 9 households

 **Solid Waste** – Reduces the solid waste footprint by 65%, equivalent to eliminating the waste generated from 1

based on 100.000 m<sup>2</sup> equivalent to about 6.700.000 labels in format 100x150mm.

Results are displayed with several significant figures, but do not imply a corresponding level of precision.  
Tool: Proprietary Avery Dennison™ Greenprint Methodology  
Data Source: SimaPro 7.3.3, ecoinvent v 2.2  
Scope: Raw materials, transportation, packaging, manufacturing, distribution and end of life

### Novexx Solutions GmbH DEUTSCHLAND

Ohmstrasse 3  
D-85386 Eching  
Tel. +49 (0)8165 925 299  
info.deutschland@novexx.com

### Novexx Solutions S.A.S. FRANCE

Tel. +33 (0)1 69 53 56 00  
info.france@novexx.com

### Novexx Solutions B.V. NEDERLAND

Tel. +31 (0)651004800  
info.nederland@novexx.com

### Novexx Solutions B.V. BELGIE

Tel. +32 (0)2 377 8002  
info.belgie@novexx.com

### Novexx Etiketleme Sistemleri Tic. A.Ş. TÜRKİYE

Tel. +90 216 564 81 81  
info.tuerkiye@novexx.com

### Novexx Solutions GmbH ITALIA

Tel. +39 0331 1855514  
info.italia@novexx.com

### Novexx Solutions GmbH FILIAL SVERIGE

Tel. +46 (0)31 68 30 40  
info.sverige@novexx.com

### manroland India Pvt. Ltd. INDIA

Tel. +91 (11) 47002900  
info.india@novexx.com

### Novexx Solutions USA

Tel. +1 610 4730751  
info.usa@novexx.com

### Novexx Solutions ASIA

Tel. +86 (021) 2215 7665  
info.asia@novexx.com

### Novexx Solutions GmbH POLSKA

Tel. +48 (0)605957108  
info.polska@novexx.com

# SUSTAINABLE SOLUTIONS

LPA 81x powered by LightSmart™ Technology

## HOW LPA 81X WORKS

This newest way to print and apply labels on secondary packaging is that simple:

- The LightSmart™ material arrives coated on the reverse with a non-tack adhesive
- Using the LPA 81x Print & Apply unit, data is printed onto the material and labels are cut to the desired length
- The adhesive backing is then activated through infrared heat. The LightSmart™ label becomes sticky through heat activation after the print and cut stage – a key differentiator compared to existing backing paper-free Print & Apply solutions.
- The sticky label is then applied

## INCREASED PRODUCTIVITY ENHANCES PERFORMANCE

Eliminating the backing paper cuts time, steps, hassle and expense, adding productivity and flexibility through

**Novexx Solutions GmbH  
DEUTSCHLAND**

Ohmstrasse 3  
D-85386 Eching  
Tel. +49 (0)8165 925 299  
info.deutschland@novexx.com

**Novexx Solutions S.A.S.  
FRANCE**

Tel. +33 (0)1 69 53 56 00  
info.france@novexx.com

**Novexx Solutions B.V.  
NEDERLAND**

Tel. +31 (0)651004800  
info.nederland@novexx.com

**Novexx Solutions B.V.  
BELGIE**

Tel. +32 (0)2 377 8002  
info.belgie@novexx.com

**Novexx Etiketleme Sistemleri  
Tic. A.Ş. TÜRKIYE**

Tel. +90 216 564 81 81  
info.tuerkiye@novexx.com

**Novexx Solutions GmbH  
ITALIA**

Tel. +39 0331 1855514  
info.italia@novexx.com

**Novexx Solutions GmbH  
FILIAL SVERIGE**

Tel. +46 (0)31 68 30 40  
info.sverige@novexx.com

**manroland India Pvt. Ltd.  
INDIA**

Tel. +91 (11) 47002900  
info.india@novexx.com

**Novexx Solutions  
USA**

Tel. +1 610 4730751  
info.usa@novexx.com

**Novexx Solutions  
ASIA**

Tel. +86 (021) 2215 7665  
info.asia@novexx.com

**Novexx Solutions GmbH  
POLSKA**

Tel. +48 (0)605957108  
info.polska@novexx.com

[www.novexx.com](http://www.novexx.com)

The information contained herein is believed to be reliable but NOVEXX Solutions makes no representations concerning the accuracy or correctness of the data. The information, like any other should be confirmed independently for the particular end user conditions to ensure the proposed labeling meets the relevant requirements and regulations. NOVEXX Solutions shall have no liability whatsoever, regardless of any legal theory, arising out of your use or reliance on the information contained herein and in no event shall NOVEXX Solutions be held liable for consequential, indirect or incidental damages. NOVEXX Solutions liability is limited to the replacement value of defective product. Products, information and specifications are subject to change without notice.

© 2015 NOVEXX Solutions GmbH, All Rights Reserved. Third party trademarks and/or trade names may be used herein are the property of their respective owner(s).