

For internal + buyer enablement

UK Linerless Market Briefing

Snapshot of converters, distributors, and OEM ecosystems that shape linerless media decisions in the UK.

Direct Converters (core competitors)

ProPrint Group

Ravenwood-approved, food sleeves.

- Trusted by UK food retailers
- Great QC; C-wrap/full-wrap strength
- Less active in logistics/QSR

Reflex Group

Large UK footprint.

- Can scale volume quickly
- Premium pricing; slower to flex
- Linerless limited to select plants

Baker Labels

Digital specialist.

- Innovation-friendly
- Short runs; not volume-first
- Partial linerless focus

System ecosystems (define approved media lists)

Ravenwood Packaging

Nobac & Comac for food sleeves.

- Vendor lock-in via approved suppliers
- High capex; sleeve-only

Zebra / SATO industrial

Auto-apply + certified media.

- Installed base in UK warehousing
- Certified media priced high
- Channel partners drive choice

Distributor channel (most active in procurement)

The Barcode Warehouse

Broadest portfolio.

- Bundles printers + service + media
- Media often white-label
- High margin; less agile on custom

Systems Print Media

Label media specialist.

- Good tech knowledge
- Relies on converters
- Can be undercut on price

Kite Packaging

Price-led.

- Strong fulfilment
- Linerless not core category

Your defensible advantages

Factory-direct pricing

Remove distributor margin; stronger SME offer.

Lead time control

UK production → short replenishment cycles.

Custom formats

Non-standard width/OD/core without surcharge.

Logistics + QSR focus

Underserved vs food-sleeve heavy competitors.

Transparent QA

Adhesive/facestock traceability that distributors lack.

Risks to plan for

- Brand trust: counter with sampling + pilots.
- Channel undercutting: defend with consistent factory pricing.
- OEM certified lists: ship validation profiles for Zebra/SATO.
- Service gaps: provide media-focused support bundles.