



**E-COMMERCE
SOLUTIONS**



UPM OPTICUT: PRINT AND APPLY PERFORMANCE MADE EASY FOR E-COMMERCE & LOGISTICS



UPM Adhesive Materials | Finland



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UPM OptiCut delivers print and apply performance made easy through adhesive technologies purpose-built for linerless labels in high-volume logistics and e-commerce operations. High-volume fulfillment centers rely on labeling systems that must operate continuously, accurately, and with minimal downtime, and UPM OptiCut's adhesives are engineered specifically for print and apply in packaging and logistics environments, supporting efficient printing, cutting, and application. By minimizing adhesive build-up and maintaining consistent dispensing performance on common logistics substrates such as corrugated cardboard, UPM OptiCut helps reduce maintenance requirements, improve printer uptime, and support efficient labelling in automated supply chains. Beyond the adhesive engineering itself, UPM OptiCut's face material is a phenol-free thermal paper made from FSC™-certified (FSC C012530) pulp, meaning the label is fibre-based, with no release liner at all, eliminating a source of material waste at the point of use entirely. The product is CarbonNeutral certified across its entire life cycle, from cradle to grave, with unavoidable emissions compensated through verified carbon credits under the CarbonNeutral Protocol. Together, these qualities show how a high-volume, everyday material, the shipping label, can meet the demanding, high-speed reliability requirements of modern e-commerce logistics while remaining wood-fibre based and carbon neutral with UPM OptiCut.

