BIXOLON Launches SRP-S300II Linerless Label Printer to the European Market

Tuesday 16 September, 2025

Next-Generation Linerless Printing Solution Optimised for Order Management

BIXOLON Europe GmbH, a subsidiary of BIXOLON Co. Ltd, a leading global Mobile, Label and POS printer manufacturer, today launches the SRP-S300II 3-inch (80 mm) Linerless POS printer to the European market. A versatile printing solution designed for both linerless restick and receipt printing, the SRP-S300II is equipped with a highly durable platen roller and anti-adhesive technology for reliable linerless printing.

Key performance features of the SRP-S300II include:

- *Design and Build*: IP22 water and moisture rated casing with integrated power adapter, alongside optional wall-mounting options and vertical stacking capabilities
- *Display*: Built-in colour LCD display for streamlining setup and to issue real-time order management
- *Connectivity*: USB 2.0 and Ethernet as standard with optional Serial, WLAN and Bluetooth®, all while allowing users to connect multiple host devices to a printer via Ethernet
- *Printing performance:* Print speeds of up to 180 mm per second at 203dpi
- *Memory:* 512 MB SDRAM and 256 MB Flash memory
- *Compatibility*: Supporting Cloud Server Printing
- *Sustainability:* Paper saving mode, reducing the length of a receipt by up to 25%

Supporting Printing Flexibility

The SRP-S300II is designed for user-friendly operations, with a built-in colour LCD display which streamlines setup and displays real-time order queue updates. To keep operations running smoothly, the printer alerts users to issues through both voice prompts and visual signals—ensuring quick responses and minimal downtime. Its advanced Taken Sensor™ technology helps eliminate paper jams by pausing printing until the previous label is removed. Coupled with a smart back-feeding system and a paper-saving mode, the printer is optimised to reduce media usage and cut down on operating costs.

Designed for versatility, the SRP-S300II features a IP22 water and moisture rated casing with integrated power adapter to provide extra protection against moisture and spills. Plus optional wall-mounting and vertical stacking options to make it the perfect printing solution for humid kitchens, busy service counters or cafes.

The SRP-S300II also delivers sharp, fast prints at speeds of up to 180 mm/sec with 203 dpi resolution, with 512 MB SDRAM and 256 MB Flash memory, equipped to handle large print jobs and store data with ease. With flexible media handling by supporting for 40 mm, 58 mm, and 80 mm label widths via an adjustable media holder. While, whether connecting through USB 2.0 and Ethernet as standard or optional Serial, WLAN and Bluetooth®, the printer easily integrates with various systems while allowing users to to connect multiple host devices to a printer via Ethernet.

"The SRP-S300II reflects BIXOLON's commitment to environmental sustainability and customer-driven innovation,"
cites **Paul Kim, Managing Director of BIXOLON Europe GmbH.** *"By supporting linerless label media, businesses can reduce waste, improve safety, and streamline operations — all while maintaining print quality and reliability."*

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About BIXOLON

BIXOLON is a leading global manufacturer of innovative, advanced printing technologies including point-of-sale receipt, label, Auto ID and mobile printers for a wide range of environments. Millions of BIXOLON printers are used today in retail, hospitality, healthcare, banking, ticketing, post/parcel, warehousing and other transaction-intensive industries. In 2023, for the 10th consecutive year BIXOLON was named global mobile receipt printer market leader by Japanese research company Chunichisha.

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