



EBOOK

The Smart QSR Delivery Playbook: Labeling, Accuracy & Efficiency Done Right

How to Streamline Delivery,
Cut Costs, & Upgrade the
Guest Experience with
Scalable POS Technology



The New Delivery Standard

Delivery has become a defining factor in the QSR customer experience, and it isn't just growing—it's evolving. Research from [the National Restaurant Association found](#) that more than half of U.S. consumers now rely on restaurants for takeout or delivery, with 67% of Millennials and 63% of Gen Z leading the charge through apps and online platforms. But speed alone isn't enough anymore.

Today's customers want their orders fast, correct, and clearly labeled. Transparency matters—76% of consumers say information on ingredients, food safety, and sustainability impacts where they choose to order, [according to FMI](#).

To stay competitive, QSRs and fast-casual brands need more than hustle—they need smarter tools. That means item-level labels, tamper-evident bag seals, and precision-scale verification. These aren't nice-to-haves. They're now mission-critical to keeping customers happy, loyal, and coming back.

With the right tech stack—POS software, smart labeling, and order accuracy checks at the packing station—restaurants can streamline delivery, reduce errors, and build trust at every step.





The 3 Pillars of QSR Delivery Done Right

Restaurants must achieve three objectives with QSR delivery fulfillment processes:

1. Accuracy

Order accuracy is non-negotiable. Customers expect their food to arrive exactly as requested, right down to modifiers and dietary preferences. But in busy kitchens juggling in-store, drive-thru, and delivery tickets, mistakes can slip through.

Item-level labels keep staff organized and customers reassured—clearly marking each item to avoid mix-ups. Bag labels reinforce the final order check, showing what should be packed and handed off.

Some QSRs are going a step further: verifying order accuracy by weight. Using precision POS scales and integrated software, restaurants can compare a bag's total weight to what it should be, accounting for packaging, condiments, and extras. If the numbers don't match, it's a quick flag to double-check before the order leaves the counter.



Order-Verification Scales

Star's [mG-TUDB POS scales](#) help QSRs verify every item is in the bag before it's out the door. Class III-accuracy, multiple connectivity options (Bluetooth, serial, USB-C), and compact design make them a perfect fit at any handoff station. Plus, they come with the optional pole display accessory for easy reading.

2. Efficiency

Rising demand for QSR delivery has reshaped operations, but success depends on maintaining both speed and profitability. To keep pace, QSRs need tools that multitask. Instead of juggling different printers for different label types, operators can streamline with a single printer that does it all—POS receipts, linerless bag labels, die-cut ingredient labels, and more. The result? Fewer devices, faster onboarding, and less IT complexity.

Standardizing on one printer type across stations (POS, expeditor, and packing) simplifies training, reduces hardware costs, and keeps workflows moving. Printers like the mC-Label series give QSRs the flexibility to support every labeling need with just one compact, connected device.

Efficiency doesn't stop at printing. Incorporating 2D barcode scanners allows teams to scan tickets or order codes quickly, speeding up order verification and reducing errors.

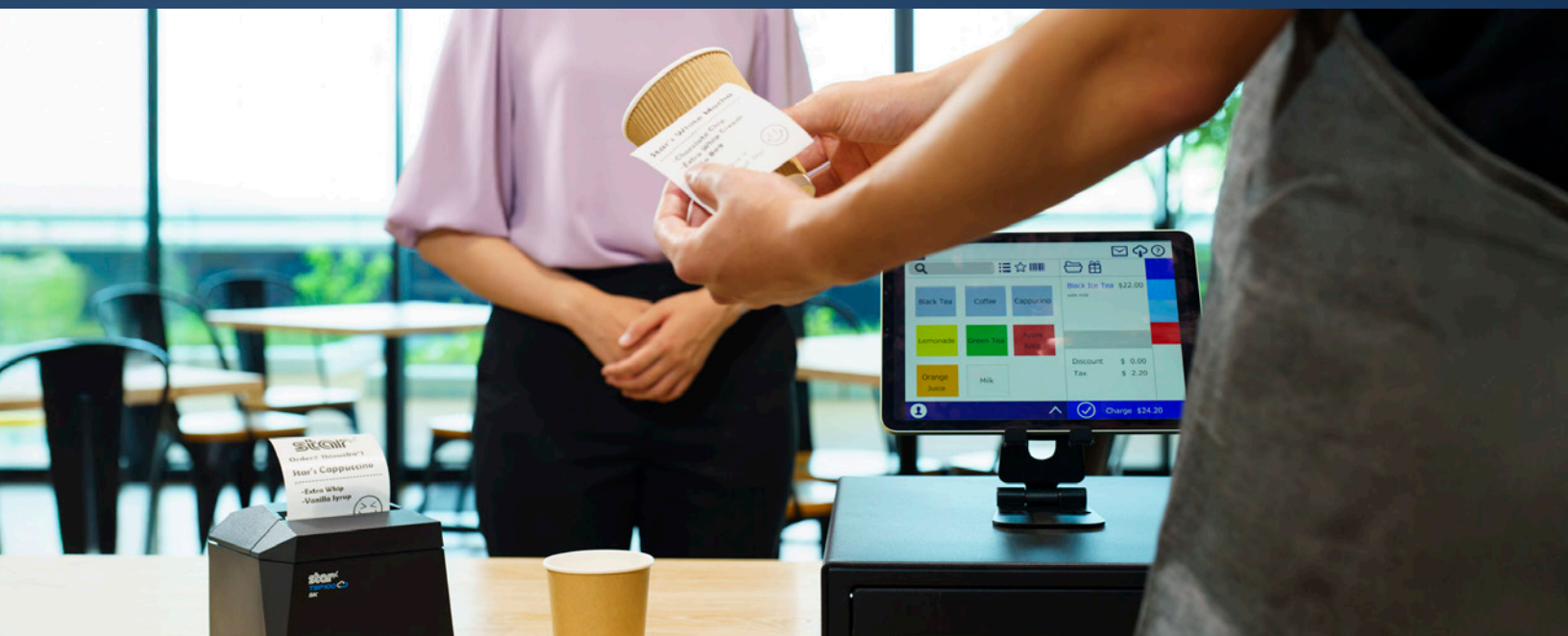
3. Trust

QSR delivery customers don't get the benefit of face-to-face service, which means trust has to come from the details. Order fulfillment and packaging are your front-line brand ambassadors.

Permanent linerless labels show that once a bag is sealed, it stays sealed. Tamper-evident, professional labeling boosts consumer confidence and reinforces a restaurant's commitment to quality.

Trust also comes from clean presentation—clear, high-quality labels with no tape, staples, or messy handwritten notes. Labels are part of the brand experience. When they're clean and professional, they enhance it. When they're sloppy or missing, they send the wrong message.





From Chaos to Clarity: The Ideal Setup

At MURTEC 2025, Star Micronics asked QSR operators what they need most from their technology. The answer was clear: one printer that can handle it all—from linerless labels to standard receipts. The ideal setup isn't just about the hardware; it's about flexibility at every station.

The Point of Sale

Receipt printing at the point of sale is still essential. It gives customers a record of their purchase, confirms order numbers, and supports smooth pickup flow. A flexible printer allows QSRs to choose the right paper for the job, balancing quality, cost, and branding.

The Expeditor Station

Labels help expeditors stay fast, accurate, and in sync with the kitchen. They can confirm each item in an order, flag missing components, or print die-cut labels with ingredients and allergen info. It's a quick, visual way to meet transparency expectations and keep orders moving.

The Packing Station

After verifying accuracy—often by weight—staff can use a multi-function printer to apply tamper-evident bag seals and delivery labels. This ensures the food reaches the customer safely, correctly, and with a professional finish.

Multi-Function Printers

Star Micronics offers printers that handle multiple media types and connectivity options (USB, LAN, WLAN, and Bluetooth), so restaurants can deploy them wherever needed—without extra infrastructure.

The mC-Label multimedia printer series is built to work across all three stations. With a quick media swap and the right restaurant management software, these printers handle everything from receipts to linerless and die-cut labels. They're compact, modern, and reduce the burden on IT teams by consolidating printer needs. They also feature a unique One Touch multifunction button, allowing users to store label templates—designed with Star's Label Builder software—directly on the printers. The mC-Label series can print up to three different label designs with the push of a button, no internet required—ideal for labeling pre-packaged foods, inventory, or grab-and-go items.



The mC-Label Series

Designed for maximum flexibility, the mC-Label series prints on nearly any media, including permanent or repositionable linerless labels, die-cut and continuous labels, and traditional receipts. These printers support a wide range of paper widths and can store pre-made labels for One Touch printing. With Apple MFi certification, USB-C, SteadyLAN+, TetherLAN, and optional Bluetooth and Wi-Fi connectivity, they're built to perform in Android, iOS, and Windows environments.



Media Technology 101: What You Need to Know

Stapling or taping handwritten tickets to delivery bags doesn't exactly say "modern QSR." It's time-consuming, error-prone, and leaves a poor impression. Today's restaurants have a better option: smart, professional labeling that's clean, safe, and designed to enhance both operations and brand perception.

Linerless labels have quickly become the new standard, offering flexibility, speed, and sustainability in one streamlined format. With the right label for each use case, restaurants can streamline workflows and completely elevate the customer experience.

Linerless Labels

Linerless labels are pressure-sensitive labels with no silicone backing. This eliminates waste, increases the number of labels per roll, and speeds up the labeling process—no peeling required. With fewer roll changes and less storage space needed, linerless media is quickly becoming the go-to choice for modern QSRs looking to improve efficiency and sustainability.

Linerless labels come in three adhesive strengths, each designed for specific operational needs: repositionable (diamond and full adhesive) and permanent.



Linerless Labels »

Repositionable Linerless Labels

Repositionable linerless labels are ideal for dynamic workflows where flexibility matters. These labels can be applied, removed, and reapplied without leaving behind any sticky residue, keeping counters, trays, and packaging clean.



There are two types of repositionable adhesive:

- **Diamond adhesive**, a lighter tack ideal for temporary placement
- **Full adhesive**, which provides a stronger hold but still allows for clean removal

When BPA-free and FDA-approved for indirect food contact, repositionable labels are perfect for item-level labeling, drink and bag tags, and prep or inventory workflows—especially where items pass through multiple hands before being sealed and sent.

Permanent Linerless Labels

Permanent linerless labels are designed to stay put. With a much stronger adhesive, they're comparable to or even more aggressive than traditional liner-backed labels. Once applied, they're not easily removed—making them ideal for tamper-evident seals on delivery bags or containers.

These labels signal security and professionalism to customers while helping ensure food safety and order integrity.

Label Adhesive Applications

Adhesive Type	Adhesive Strength	Removability	Residue	Best Use Cases
Diamond Repositionable	Light	Easily removable	None	Temporary labeling (trays, counters, staging)
Full Repositionable	Medium	Removable without residue	None	Flexible item labels (bags, cups, prep)
Permanent	Strong	Not easily removable	May leave residue	Tamper-evident seals (delivery bags)



Die-Cut Labeling: A Backbone of QSR Operations

Die-cut labels remain essential across QSR kitchens for their reliability, consistency, and versatility. With predefined shapes and sizes, they're ideal for ingredient labeling, nutrition facts, allergen warnings, date rotation, and inventory management—anywhere clarity and compliance matter.

Because they come on a backing liner, die-cut labels feed through printers with precision—ensuring clean cuts and consistent placement every time. This makes them a go-to for workflows that require uniformity, such as FDA-compliant nutrition disclosures or internal batch tracking.

They also unlock an important operational advantage: labeling away from the printer. Staff can print a batch of die-cut labels and bring them to the prep line, cold station, or storage area—streamlining workflows without waiting on a direct print at the point of use.

As labeling needs grow more complex, many QSRs are expanding their toolkit by adding linerless labels for bag sealing, staging, and delivery—bringing flexibility and speed to the front of house, while die-cut labels continue to power the back.



Labeling Safety & Compliance

Labeling isn't just about speed or branding. It's about trust. In the quick-service world, compliance and safety matter just as much as efficiency. From [FDA regulations](#) to [California's Proposition 65](#), QSRs are responsible for more than just what's in the food—they're also responsible for what's touching it.

That's why it's critical to choose label media that meets the highest safety standards. Star offers linerless label solutions that are phenol-free, Prop 65-compliant, and built to support your food safety goals without compromise.

But compliance is only part of the story. Linerless labels also help QSRs cut down on waste, reduce rework, and optimize storage. More labels per roll means fewer deliveries, less stockroom space, and faster labeling with fewer roll changes. That's sustainability and savings, built into every shift.

Whether you're navigating local health codes or streamlining operations at scale, smart labeling does more than stick—it protects your brand.



BPA/BPS-Free, Eco-Friendly Labels

Star Micronics has introduced the [Star Blue Eco](#) line of linerless label, receipt, and bond paper. This media is BPA/BPS-free and Prop 65-compliant, considered safe for use near food. Linerless labels in the Star Blue Eco line also help restaurants reduce waste and operate more sustainably.

Beyond Delivery: Additional Restaurant Applications

Although QSRs may be focused on deploying label printing solutions that optimize delivery order fulfillment, an investment in a multi-function printer can benefit restaurants in even more ways. Taking a holistic approach will help increase printer ROI and result in greater efficiencies across the organization.

Inventory Management

Printing barcode labels gives restaurants a way to organize ingredients and supplies. They also help minimize the time that stock counts take. Barcode labels can also track perishable items to minimize spoilage and waste.

Compliance

Many restaurants are required to provide nutrition and dietary information. Labels give QSRs a way to share vital information with consumers, particularly for seasonal or limited-time items that aren't included on menu boards.

Marketing

Labels on item wrappers, packaging, or throughout the dining room empower marketing teams to inform and engage. Labels can help communicate a brand story with images and ideas. QR code labels can also take customers to web pages where they can enroll in loyalty programs, participate in gamified promotions, claim offers, or read a farm-to-fork story.

Internal Operations

Labels can help staff keep track of equipment servicing, serial numbers, and warranties. Labels can also remind employees of cleaning protocols or other policies to ensure spotless facilities and consistent processes.





Bonus: Labeling Best Practices

Whether you've already implemented a multi-function printer or are planning a printer upgrade in the future, there are steps you can take today to enhance your current processes with labeling.

The first step with any process change is to evaluate your current process and note steps that need improvement. Data from the kitchen display or point of sale system can reveal bottlenecks and sources of error that are good places to start. Also, consider customer feedback on QSR delivery experiences and how labels can improve them.

Label Placement

Train employees on how to use labels correctly. At the item level, they should be visible so customers can easily identify each item in its wrapper or container. If using labels to close QSR delivery bags with a tamper-proof seal, they should securely close the bag, not allow someone to reach into the bag around the label.

Food Rotation Labels

Your ingredients may have labels when you receive them, but an additional label can help you ensure the freshest ingredients and minimize spoilage. Add a label that identifies the type of stock, its use-by date, and have the receiving employee initial for accountability.

Standardize Labeling Protocols

Create a simple reference guide or SOP for labeling across stations—especially if you’re using different types of adhesive (repositionable vs. permanent). A clear protocol helps reduce confusion and keeps operations tight as teams grow or experience turnover.

Color Labels

Color-coded labels provide a visual cue to help employees use perishable foods on time and to clear outdated stock. Choose between a color label or color printing on the label.

Image-Enhanced Labels

Graphics can sometimes communicate information more quickly and efficiently than text. Consider adding graphics for allergy warnings, special promotions, or to elevate brand awareness.

Tips for Upgrading to a Linerless Label Printer

When deploying new printers, QSRs should anticipate a learning curve for management and employees. Once decision-makers choose the device and media, the next step must be testing before full implementation. This gives the restaurant a chance to adjust printer settings, create templates, and ensure high label quality for QSR delivery.

When beginning to deploy linerless printers, QSRs must recognize that the process is different than using traditional labels with backing. So, employees should receive training to minimize disruption during the transition.

Because the mC-Label3 supports all types of media, QSRs can transition at their own pace. Start with traditional lined labels, then gradually introduce linerless options across POS, prep, and packing stations as your team gets comfortable.



Start Smart, Print Smarter

As the demand for QSR delivery continues, restaurants must focus on the three pillars: accuracy, efficiency, and trust. Labeling isn't just part of the process—it's a driving force behind smoother workflows, cleaner handoffs, and better customer experiences.

With the right media and hardware, restaurants can optimize every step of their delivery and takeout operations. From item-level prep to tamper-proof packaging, linerless labels provide the flexibility, speed, and sustainability modern kitchens demand.

And with Star's lineup of multi-function printers, like the mC-Label3 and TSP143IV SK, QSRs can consolidate devices, simplify training, and scale across every station—from the POS to the packing table. Add in our precision scales, cloud services, and industry-ready media, and you've got an end-to-end solution that's built to move fast and grow even faster.

Star Micronics is proud to be a global leader in labeling innovation—backed by proven performance, trusted partnerships, and the tools your customers need to thrive in today's digital dining landscape.



Want to learn more or connect with our team?

Contact us at sales@starmicronics.com or visit [StarMicronics.com](https://www.starmicronics.com) to get started.

About Star Micronics

Star Micronics America, Inc. is a subsidiary of Star Micronics Company Ltd., one of the largest printer and POS manufacturers world-wide. Star Micronics also manufactures high precision machine tools and precision parts. Star Micronics Company Ltd. is ranked as one of the Top 50 "Most Stable" Japanese companies on the Japanese Nikkei. For more information, visit www.starmicronics.com or call 800-782-7636.