

Tyre labelling



Brand and energy labels for tyres are now a standard requirement, with the latter compulsory in the EU since November 2012.

Both pose unique labelling challenges, and a rough, low surface energy substrate makes specialist labelling technology essential. Missing labels mean lost profits, and a tyre often faces severe handling and storage conditions long before it reaches a wheel.

Avery Dennison offers the high performance labelling materials needed to make sure that labels look good and stay in position on the tread. Extensive segment experience means we can ensure productivity remains high all the way from the conventional print converting phase to thermal transfer printing by end-users.

Key trends in the tyre market are auto-labelling and tracking during the lifetime of the tyre. Avery Dennison supplies dedicated materials that support these needs.



Low
MOQ



Quick
Quote



Fast
Delivery

Key features

- ▶ Excellent thermal transfer printability
- ▶ Rubber-friendly higher adhesive coat weights
- ▶ Production-friendly gum patterns to eliminate bleeding
- ▶ Application specific coat weights (winter/summer, hairy/shaven)
- ▶ Special products for easy automatic dispensing
- ▶ Back-side siliconisation option, so labels do not adhere to the liner
- ▶ In-depth technical sales support available

Application areas

- ▶ All types of tyre labelling
- ▶ Specific brand owner application requirements

Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS) ¹
AA875	Tyre Plus TS79-BG50 WH IMP	1000	1 day
Depends on SGP	PP NG Top White TS8000 SGP-BG45WH IMP	1000	7 days
Depends on SGP	PP Tyre 55 Top White TS8000 SGP-BG45WH IMP	1000	7 days
Depends on SGP	PP Tyre 60 Top White TS8000 SGP-BG45WH	1000	7 days
Depends on SGP	PP Light Top Silver TS8000 SGP-BG50WH	1000	7 days
Direct Thermal			
AA080	Thermal Premium Top K8 F1-BG40BR	1000	7 days
AI837	Thermal Top S8 FSC TS8005-BG40WH	1000	7 days
Auto dispensing			
Depends On SGP	PP NG Top White Plus TS8000 SGP-BG45WH BSS	1000	7 days
Vulcanizing barcode			
NEW BJ649	PET125 White TC TS8018-PET50	50	1 day
Motorcycle			
NEW AL900	PP NG Top White S3100 INC-BG50WH	1000	7 days

¹ Business days

SGP = Special gum pattern depending on customer reel size. Gum patterns are added to enable adhesive free edges on the slit reels. This has very specific advantages on the converting process of the materials. Specifically the run speed and the pollution of the press are positively influenced. Avery Dennison can customize the gum patterns at 1000 sqm MOQ.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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