

# Point-of-Purchase Tire Label

Label materials designed for greater  
adhesion, performance and brand image



### POP Tire Tread Label material

The bright white POP tire label polypropylene film material features exclusive technology that prevents unsightly staining due to rubber compound migration through the label. Combined with Avery Dennison TS8000 adhesive, labels remain firmly affixed – yet easily removable before use – with no swelling. That means the labels will not peel from the tire, which can result in loss of tracking and brand recognition.

Point-of-purchase (POP) tire label constructions are purpose-built to solve issues related to label staining and curling.

### Applications

- Superior printability
- No curl or lift after application
- High opacity anti-discoloration materials to prevent bleeding & staining
- Production-friendly gum patterns designed to eliminate oozing and optimize speed throughput
- Availability of intelligent labels (i.e. RFID embedded)

Spec#	Product Description	Coat Weight	Gum Pattern
79458	2.1 Mil PP Tire TC White/TS8000/50# MF	65	Full Gum
79465	2.1 Mil PP Tire TC White/TS8000 SGP/50# MF	65	6" Pattern
79462	2.1 Mil PP Tire TC White/TS8000A/50# MF	58	Full Gum
79324	2.1 Mil PP Tire TC White/TS8000A SGP/50# MF	58	5" Pattern
79466	2.1 Mil PP Tire TC White/TS8000A SGP/50# MF	58	6" Pattern
79484	2.1 Mil PP Tire TC White/TS8000 SGP/50#MF	50	5" Pattern

[label.averydennison.com](http://label.averydennison.com)

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