

Tire Point-of Purchase Label Materials

Everything a tire label
needs to succeed



Materials engineered specifically for tires

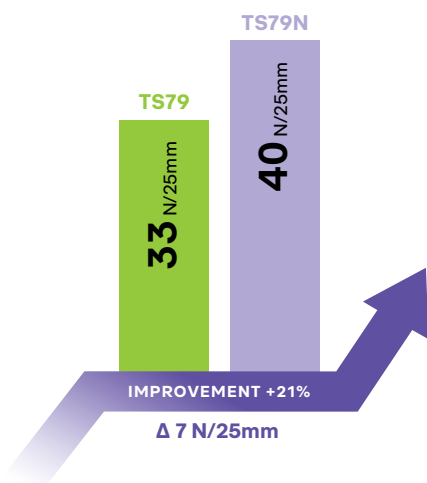
Proper tire labeling demands materials made for the job. A tire's uneven treads, combined with the low surface energy of rubber, makes adhesion a challenge. Face materials have to stand up to oil migration to prevent unsightly staining. And to communicate key information and make brand logos look great—excellent printability is essential.

For labels that convey branding, ratings, logistics information, or all of the above, Avery Dennison materials for point-of-purchase (POP) tire labels are designed to keep tires rolling, all the way through the supply chain.

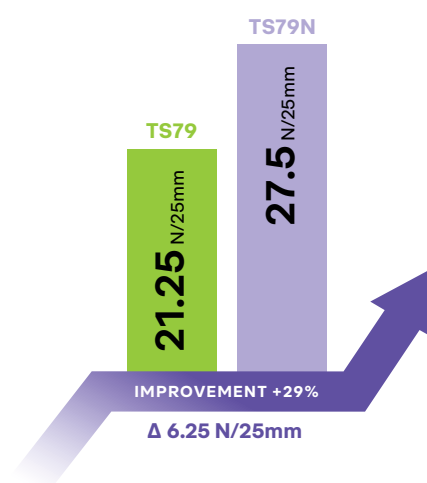
A better adhesive

TS79, our rubber hotmelt-based adhesive for tire labels, has always been designed for the job. We recently enhanced the adhesive to TS79N so that it offers approximately 20% more adhesion and looptack¹ than the original version (please see chart below). You can be confident your labels will stick with the tire for its entire journey, from manufacturing to shelf with no curling on the way.

Peel Adhesion



Loop Tack



¹Results are based on evaluation and do not constitute a guarantee or warranty. Further testing is always recommended to determine its suitability.

Clean, crisp appearance

Special components help ensure that our POP tire label constructions consistently print great and look great. A premium top coating ensures high quality printing via conventional and thermal transfer methods. An optional overlamine is available, too. Designed with a special barrier, it prevents oil migration and staining consequently protecting the prints. We offer Pattern Gum adhesive, along with a special adhesive formulation to prevent unsightly oozing.

Ideal for tracking and tracing

Whether you're using UPC, QR codes, or the game-changing capabilities of RFID, our labels materials are designed for the job. Their crisp, clean printability enhances code readability. As the world's largest UHF RFID manufacturer, we also offer a wide selection of RFID inlays, and the expertise to help you choose the right inlay for your application.

Key features

- Enhanced TS79N adhesive now provides 20% more adhesion¹
- Excellent printability for readable information and best presentation of brand identity
- Durable thermal transfer printability perfect solution for tracking and tracing applications that improve supply chain and logistics management
- Controlled ooze performance designed for challenging applications
- Facestock comes with back barrier coating on the adhesive side to prevent rubber migration over time
- Double silicone adhesive for easier labeling dispensing during application process
- CCK80 and P140 liners enables improved label layflatness in sheet converting

Applications

- Branding labels
- Rating labels
- Logistic labels
- RFID labels and other logistics and supply chain solutions

ASEAN
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Product Information

Code	Description	Country of Origin	Width (mm)	MOQ (m ²)
PP Film				
SD8380	PP Light Top Silver/TS79N/ BG50Wh Double Silicone Liner	ASEAN	1525	3050
SD8310.1525	PP Top NG White /TS79N/BG50 Wh Double Siliconized	ASEAN	1525	9150
SYS508N	PP Top NG White/ TS79N/CCK80 Imp	ASEAN	1525	3050
PET Film				
SY5008	Barrier Foil 25 micron White PET TC/TS79N/BG50Wh Double Silicone Liner	ASEAN	1525	3050
SY5003N.1525	Barrier Foil 25 micron White PET TC/TS79N/ P140 Wh	ASEAN	1525	7625
Polyimide Film				
ADS1536	125mic White PI TC/TS8018/PET50	China	520	260
Paper				
AFU475	Fasson Tyre Plus	EU	1000	1000

Let's work together

All great solutions begin with a conversation.
We're here to talk whenever you're ready.
Contact us via durableshelp@averydennison.com.



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