

Tyre Labelling

Labels + Packaging
Product Guide
Europe
2020



For labels that keep rolling

When you think of tyres, you might not think immediately of labels. But most of the 2 billion tyres produced every year will have at least one label applied to them, whether it's a colorful brand or energy label, a simple logistical label or an RFID-enabled label that helps track the tyre across the supply chain.

Ironic, then, that tyres are one of most challenging objects to label. Low surface energy, tread patterns, and the migration of carbon-black through the label all make for a hostile labelling surface. Extreme temperatures, humidity, and abrasion during transport make it worse. And the dirty, creased or curled labels that can result signal one thing: a reason for consumers to look elsewhere.

Make sure your labels show up on the shelf looking great and holding fast. We offer a range of materials specially engineered for the rough road tyre labels must travel, based on our many years of close collaboration with the world's best known tyre brands. Our solutions are available worldwide, designed for automatic dispensing, and backed, as always, by our outstanding technical support.

Start with the right adhesive

Our tyre-labelling materials are made with special rubber hotmelt adhesives optimized for the balance between problem-free performance on the tyre and headache-free processing for printers.

Get all your materials from one trusted provider

We offer tyre-labelling materials of all kinds—including point-of-purchase brand labels, energy labels, vulcanization barcode labels, RFID tags, and more.

Develop solutions for your specific needs

You might require a solution beyond what's available from our vast and varied portfolio of materials. Our R&D and operational teams can help, with innovative custom materials, quick turnaround, and low minimum order quantities. Whatever your challenge, we'll work with you to solve it together.

Key features

- A variety of face materials with barrier technologies to ensure durability and excellent shelf appeal
- Specific coat weights for summer and winter tyres
- Production-friendly gum patterns for smooth conversion and dispensing
- Back-side siliconization (BSS) liners to prevent labels sticking to the others on the roll
- Flawless printing with common printing techniques, including UV flexo, UV inkjet, thermal transfer and water based inkjet

Applications

Tyres and other substrates that are difficult to label (from carpets to vinyl floors, woven HDPE bags and rubber tiles)



Tyre labelling product portfolio

	Code	Product Name	MOQ(m ²)	Lead time (days)
Film hand-application	BS427	PP NG Top White TS8000-BG50WH	1,000	7
	BR752	PP NG Top White TS8000-BG50WH BSS	1,000	7
	BS388	PP Tyre Top White TS8000 DEC-BG45WH IMP FSC	1,000	7
	BR241	PET50 PT White TS8000 DEC-BS45WH BSS	1,000	7
	AQ409	PP Light Top Silver TS8000 SGP-BG50WH	1,000	7
	AE704	PP90 Top White TS8000 DEC SGP-45WH BSS	1,000	7
Film auto-dispensing	BK024	PP NG Top White Plus TS8000 SGP-BG45WH BSS	1,000	7
	BR779	PP NG Top WH/PET23 TS8000 SGP-BG45WH BSS	1,000	7
Motorcycle	AL900	PP NG Top White S3100 INC-BG50WH	1,000	7
Water-based inkjet	BO898	WBIJ PET Top White TS8000 DEC SGP-BG45W BSS	1,000	7
Paper labels	AA875	Tyre Plus TS79-BG50 WH IMP	1,000	1
	AB982	Tecoat N FSC F1-BG40WH FSC	1,000	1
	BP417	MC Primecoat Plus FSC TS79 SGP-BG50WH	1,000	7
Direct thermal	AI837	Thermal Top S8 FSC TS8005-BG40WH FSC	1,000	1
	AA080	Thermal Premium TOP K8 F1-BG40BR	1,000	1
Vulcanizing barcode	BQ226	PET125 White TC TS8018-PET50	50	1



Where the rubber meets the road

With decades of experience providing labelling materials for most tyre brands, we can help you quickly get up and running with the material that best balances performance and cost. Contact your Avery Dennison sales representative, or visit label.averydennison.com.

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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