

# Tyre



## Tyres present unique labelling challenges for brands and label converters alike, whether creating marketing or product identification labels.

A rough, low energy surface makes specialist labelling technology essential. Missing labels mean lost profits and a tyre often has to withstand very heavy handling/storage challenges long before it ever makes its way on to a car wheel.

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

### Key features




- Excellent heat and abrasion resistance for vulcanised labels
- Excellent thermal transfer printability where required
- Rubber-friendly higher adhesive coat weights
- Production-friendly gum patterns to eliminate bleeding
- Application specific coat weights for winter/summer, hairy/shaven
- Special silicone systems for easy automatic dispensing
- Back-side siliconisation option to avoid labels sticking to liner

## Product information

Code	Description	MOQ (m <sup>2</sup> )	Width (mm)	Location
AA875	FASSON / TYRE PLUS / TS79 / BG50WH IMP	500	1000	Local
Depends on SGP	PP NG TOP WHITE / TS8000 SGP / BG45WH IMP	1000	1000	Indent
Depends on SGP	PP TYRE 55 TOP WHITE / TS8000 SGP / BG45WH	1000	1000	Indent
Depends on SGP	PP TYRE 60 TOP WHITE / TS8000 SGP / BG45WH IMP	1000	1000	Indent
Depends on SGP	PP LIGHT TOP SILVER / TS8000 SGP / BG45WH	1000	1000	Indent
Depends on SGP	THERMAL TOP S8 / TS8005 SGP / BG45-50WH	1000	1000	Indent
<b>Direct Thermal</b>				
Depends on SGP	THERMAL TOP S8 FSC TS8005 SGP BG40WH	1000	1000	Indent
<b>Auto dispensing</b>				
Depends on SGP	PP NG TOP WHITE PLUS TS8000 SGP BG45WH BSS	1000	1000	Indent

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.

Find more label solutions at [label.averydennison.com](http://label.averydennison.com)

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