

Tyre



Productive and reliable materials for tread labels and vulcanising labels

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.

With our range of POP labels you get a consistent, premium look for better brand appeal, and our specially designed vulcanised labels are engineered to bond with the tyre during the vulcanisation process, maintaining excellent adhesion and readability for the lifespan of the tyre.

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 (winter/summer, hairy/shaven)
- Special silicone systems for easy automatic dispensing
- Back-side siliconisation option to avoid labels sticking to liner
- Optimal adhesion and bonding to green tire during vulcanisation
- Ability to withstand the pressure and heat of the curing process (up to 200°C)
- High abrasion and chemical resistance to acids, bases, salts and low-fat solvents

Product information

Code	Description	Size (mm × mtrs)	Location	Lead time
Tread label product				
TL09261	Fasson® Fastyre FILM/Permanent/ BG50 (SI)	1000 X 1000	Gurgaon	2 Days
TR-2048	Fasson® 50u Gloss Silver PP TC/TS79/CCK100WHIMP	1000 X 1000	Gurgaon	7 Days
TR-2059	Fasson® 23 mic TC Matt Metal PET/TS80/CCK100WHIMP	1000 X 1000	Gurgaon	7 Days
SW8568	Fasson® 25u Gloss white aluminized PET/ TS79/ 95g PEK	1070 X 1000	Gurgaon	14 Days
Vulcanised label product				
MZ0469L	Fasson® 125micron WHITE PET TC/TS8018/50u PET ni	500 X 500	Gurgaon	PTO

PTO - Procured to Order

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