



## Tire Labels

The bright white POP tire label polypropylene film material features exclusive technology that prevents unsightly staining due to rubber compound migration through the label. You get a consistent, premium look for better brand appeal. Plus, when 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.

The other benefits of the POP tire label material includes:

- Excellent adhesion, with very good material performance under extreme temperatures of -4 to 160°F. Adhesive coat weights can be customized.
- Better readability at retail. Our special 2.1 Mil white polypropylene can be printed on using a variety of common methods, all of which result in labels with excellent readability and scan-ability. The facestock can also be topcoated for on-demand digital printing.
- Production-friendly gum patterns designed to eliminate oozing and speed throughput
- Special silicone systems, tailored to your equipment for automatic dispensing
- Alternate facestocks also available for more aggressive applications, including double-layer materials

## Portfolio Components

- 2.1 Mil White PP Tire facestock
- TS8000SGP adhesive, 58gsm and 65gsm
- 50# MF liner – Siliconized one-side

## Portfolio Specifications

Spec#	Product Description	Coat Weight	Gum Pattern	Service Program
79458	2.1 Mil PP TIRE TC WHITE/TS8000/50# MF	65	Full Gum	Custom Coat
79465	2.1 Mil PP TIRE TC WHITE/TS8000SGP/50# MF	65	6" Pattern	Custom Coat
79462	2.1 Mil PP TIRE TC WHITE/TS8000A/50# MF	58	Full Gum	Custom Coat
79324	2.1 Mil PP TIRE TC WHITE/TS8000A SGP/50# MF	58	5" Pattern	Custom Coat
79466	2.1 Mil PP TIRE TC WHITE/TS8000A SGP/50# MF	58	6" Pattern	Stock



> **Better Readability at Retailer**  
 >> Easy to scan for reliable inventory  
 >> Very good printability, including: thermal transfer, flexo, letterpress, gravure, screen print

> **Greater Brand Appeal**  
 >> Improved aesthetics  
 >> No staining  
 >> No swelling effects over time

> **Excellent Adhesion Performance**  
 >> Easy removal at retailer  
 >> No curling after application  
 >> Stays adhered under extreme conditions  
 >> -4F to 160F (oven aged for 96 hours at 160F)

> **Supply Security**  
 >> Global product manufactured regionally  
 >> Consistent global quality

> **Innovation**  
 >> RFID solutions  
 >> On-demand and digital printing technologies  
 >> Alternative facestocks  
 >> Reliable automatic dispensing  
 >> Adaptive silicone system

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