



On-Tread Tire Labeling



SATO America's on-tread tire labels offer benefits over other tire labels available and at a lower total cost per label. Improve efficiency and productivity with SATO's unique tire labeling solutions.

Conventional tire labels are generally composed of synthetic label material with soft adhesives, 100% adhesive coverage, and high coat weights. These traditional methods can result in adhesive ooze which can be detrimental for label converters, applicators, variable print operations and users. Linear pattern adhesive placement can eliminate some adhesive ooze but these patterns cannot control adhesive build-up and adhesive ooze at the leading and trailing edge of a label production.

SATO's proprietary manufacturing process applies a patterned adhesive to ensure dry edges on all sides and linear edges of its labels. By accurately controlling the pattern and amount of adhesive used for the tire labels, the applied adhesive is kept away from all sided edges without impeding the product's strong adherence capabilities. SATO offers a cleaner, more efficient and effective labeling process.

Benefits of SATO America's Solution

- Completely eliminate blocking in the roll or stack, reducing the number of changes required by short stacks or small rolls.
- Improve throughput efficiencies by reducing print run downtimes, maintenance time, and unnecessary waste and cleaning.
- Variable and controllable adhesive coat weight.
- Available in a variety of pre-printable material choices for thermal transfer printing.
- RFID tag inlay available Q1 2019.

SATO

TIRE LABEL

SPECIALTY ADHESIVE

- ▶ Aggressive Tack
- ▶ Heavy Coat Weight

DRY EDGE (PATTERNED ADHESIVE)

- ▶ Eliminates Adhesive Ooze
- ▶ Easy Release From Liner
- ▶ Eliminates Adhesive Build Up On Printer

SYNTHETIC FACE SHEET

- ▶ Tear Resistant
- ▶ Thermal Transfer Printable
- ▶ Scuff Resistant

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