



TireTak™ Pattern Adhesive Labels

Getting a highly-aggressive, high-flow tire adhesive to adhere to tires isn't very difficult, but keeping it from sticking, clogging and jamming printers is a *real* headache.

TireTak™ labels solve this problem by using the same industry-proven tire adhesives, but feature an adhesive-free border around the entire perimeter of the label. This void area eliminates adhesive ooze that can cause unwanted buildup and damage to printers. These labels provide the required tack needed without the worry of additional printer service or replacement costs.

Material Specifications

- Thermal transfer, 3 mil, ultra-smooth paper
- 40#, 2.4 mil, super calendered, bleached kraft liner
- Available in a wide variety of facestocks and other adhesive patterns
- Permanent, hot-melt, rubber-based tire adhesive with an adhesive-free border

Features & Benefits

- Adhesive-Free Border – Our unique pattern adhesive eliminates ooze, prevents buildup, extending the life of the printer.
- Ultimate Adhesion – TireTak™ is suitable for use on all types of tires and treads.
- Reliable Inventory Tracking– With TireTak, tires are accurately tracked from the manufacturing plant to the showroom floor.
- Easy to Print– With TireTak™, barcodes, text and images are crisply printed, making prices and rating information clearly legible.
- Certified ISO Quality – Our label manufacturing and converting operation is certified to the ISO 9001 international standard for quality management.

Recommended Applications for TireTak™ Labels

TireTak™ labels are ideal for tire labeling applications where tires need to be identified with barcodes and other information and tracked both during the manufacturing process through transportation channels to retail facilities. These include:

- Tire manufacturing tracking
- Tire warehouse inventory control
- Tire retread tracking
- Print and apply