

**REYNDERS** labelling automation

## Tyre Labelling Solutions



# Our 100-year history, 50 of which are devoted to meeting the changing needs of tyre-labelling, REYNDERS your ideal partner when addressing your labelling projects.

## Eco tyre labels

The sustainability of our planet is an increasing concern at global level. In the case of tyre manufacturers, this concern is reflected in regulations that have begun to be developed in several countries to reduce CO2 emissions.

These regulations have ended up defining a label that enables to convey to the end consumer the values of the parameters having a wider impact on energy consumption.

Compliance with these regulations is mandatory in some areas like Europe, South Korea, Brazil, Thailand, GSO/SASO... and in other countries, they are currently being developed.

**Why not turn a requirement into an opportunity to improve your process?**

**REYNDERS offers labels that: Meet different existing legislations:**

Are certified for automated application.

Guarantee a long-lasting adherence to surfaces with mould-releasing impurities and to uneven surfaces such as winter tyres' treads.

When combined with the proper ribbon, guarantee the quality and durability of the information under extreme storage and transportation conditions, preventing problems such as oxidation or the blurring of variable information.

## Vulcanized tyre labels

Great resistance under extreme conditions

The vulcanized label identifies each tyre by a barcode that is applied to the tyre bead before the vulcanization process. The material must withstand extreme conditions.

Following the vulcanization process, the label is integrated in the tyre and will identify it during its entire life.

The barcode must be printed with a resin ribbon specific to this application. This guarantees that the code is readable and long-lasting.

**REYNDERS has different self-adhesive materials certified for the identification of pre-cured tyres:**

Each manufacturer's vulcanization process has its own particularities. REYNDERS offers the solution that best suits each process.

The thickness of the labels and a suitable top coating prevent the label from contracting during vulcanization, enabling the label to become integral to the tyre and guaranteeing it remains readable during its entire useful life.

REYNDERS has the printers and printing systems enabling these labels to be properly codified and applied in line.

RFID available. Bead Barcode and RFID tag in a unique piece.



# Our solutions

**Labels:** The collaboration between our R&D department and our raw material partners' labs enable us to offer each client the self-adhesive label that best meets their needs in terms of cost-effectiveness and quality.

**Labelling:** REYNDERS has developed a range of print & apply machines for tyres that meets the specific identification needs of each process.

- **Pre-cure:** Identification labelling of each tyre using vulcanisation-resistant barcodes.
- **Post-cure:** Tyre labelling during the handling or truck-loading process.
- **Adhesive pattern labels:** With adhesive free zones, for AUTOMATIC LABELLING machines.

## RFID tyre tags

The best solution  
for global logistic chains

RFID Inlay for Tyre Labelling offers numerous benefits: it reduces administrative errors, labour costs and theft. Industries using RFID are able to track work-in-process and achieve just-in-time manufacturing. RFID improves the accuracy in shipping goods by sea, land or air by maintaining overall inventory levels.

RFID in supply chain management has the capacity to significantly improve global logistic chains and increase overall efficiency by automating identification processes.

In addition to improving supply chain management, RFID provides an alternative way to identify a tyre during its entire life.

However, RFID has still some limitations and is not a solution for all types of requirements. Several key parameters must be taken into consideration before adopting a particular solution.

### REYNDERS provides advice on RFID:

Working hand in hand with RFID leading companies, we offer tailored antenna developments for each application: Bead barcode RFID label, embedded RFID tag, commercial & trazability RFID labels.

We collaborate with our customer in pilot projects, providing assorted quality inlay samples with different substrates and adhesives.

Optionally, our printers and printing systems can include RFID label read and write modules.

## Logistic tyre labels

Guarantee the proper identification  
for your dispatches

Logistic tyre labels are increasingly used to track tyres throughout the supply chain. The recording and monitoring of movements of goods is an essential part of supply chain management.

We understand the need for crucial parameters and flawless performance in logistics control and operation, and we can provide logistic tyre labels that meet all your warehouse and transportation labelling needs.

### REYNDERS manufactures most cost effective logistic tyre labels:

Each need must be met with the most appropriate solution.

At REYNDERS we are most interested in the specific needs of the application of the logistic label and its useful life, and on these grounds we offer the most appropriate solution at minimum cost.

A specific raw material (PP, PET,...) is selected to ensure that the labels on the tyres resist damage and abrasion during transportation and storage.

To ensure that the printed information withstands extreme conditions, a special thermal-transfer foil is available for subsequent printing of varying label content. The printing on the label is wear and weather resistant and label contents will not fade away.



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**Worldwide Service**



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