

# Tire Labeling Solution

## Situation

- Tire retailer required a print on demand labeling solution for old tires to provide disposal tracking to comply with EPA regulations.
- Label must withstand an outdoor environment for several weeks.
- Tire surfaces are hard to label, as a large amount of aggressive adhesive is required to bond the label to this surface type.
- These types of adhesives tend to ooze out into the printer, creating printer jams and degradation of the printhead and platen roller, leading to printer downtime,
- A desktop printer was required. Due to the 1" core, there is an increased instance of adhesive ooze.

## Objective

- Design a label that will:
  - Adhere to dirty tires.
  - Stay affixed through the disposal process.
  - Reduce the instance of printer jams and degradation of the printhead and platen roller to reduce printer downtime.
  - Print through a desktop printer.

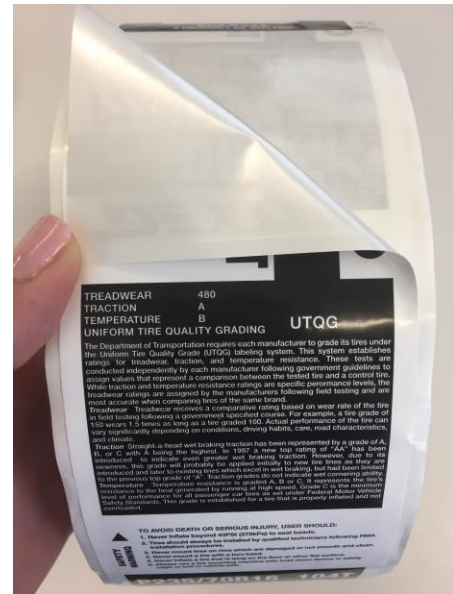
## Solution

The solution consisted of the following to reduce adhesive ooze, coupled with our 5095 Resin ribbon:

- Specialty glossy thermal transfer polypropylene label with a special pattern coated, rubber-based aggressive adhesive.
- Special roll wind tension.
- Custom 1" cores.

## Outcome

- Nearly eliminated adhesive ooze.
- Customer's printer downtime decreased significantly.



## Supplies R&D Team Value

Zebra's Supplies R&D Team provides support for the following:

- New Product Development
- Intellectual Property/Innovation
- Customer Application Support
- Regulatory: UL, cUL, CSA
- Compliance: ROHS, REACH
- Quality Projects/Support
- New Printer Projects/Support
- Label Manufacturing Projects/Support

They can work with you to develop solutions to meet the requirements of challenging applications.

Together, Zebra's Supplies R&D Team has over 70 years in label converting, flexographic printing, direct thermal/ thermal transfer labels, tags, ribbons and Zebra printers.

### For More Information

Contact your Zebra Partner or Sales Representative.