



The Biofore Company **UPM**

TYRE LABELLING BY UPM RAFLATAC



UPM RAFLATAC

Tyre labelling presents a real challenge for pressure sensitive adhesives. Not only because of the roughness of the substrate, but also because of the chemical composition of the tyre rubber.

Tyres are normally labelled at room temperature by hand. The contact area between the label and the tyre surface is rather small because of the uneven tyre profile, so very aggressive immediate adhesion is required. Once labelled, the storage conditions for tyres can vary from room temperature to warmer or colder conditions in warehouses or outdoors. Accordingly, the adhesive must maintain its properties in low and high temperatures.

Face Material

Raflatyre

Proven performance for the most demanding profiles

Raflatyre is still going strong after a decade of proven high performance in tyre and other heavy duty labelling applications.

The extremely high coat weight of the RH-T adhesive gives Raflatyre a solid grip on the roughest of rubbers, while an aluminum "memory" layer wraps around and adjusts to the most demanding profiles.

Raflatyre aluminum reverse side also acts as a barrier to prevent chemicals from the tyre migrating through to the paper face. Raflatyre is printable with letterpress and flexo processes as well as thermal transfer and is strong enough for straight forward removal before the tyre leaves for the road.

Syntyre

Strength and quality for general tyre labelling

Syntyre is specially designed for labelling applications involving low and medium rough profiles like those on the vast majority of standard car tyres.

The topcoated gloss-white PP face provides a quality print result with letterpress, screen, flexography and offset techniques as well as thermal transfer for printing tyre references with selected ribbons.

While the dedicated RH-T adhesive assures that Syntyre labels stay attached, the PP face material is strong enough for clean and easy removal.

Silvertyre PP TC

High quality with great visual appeal

Introducing Silvertyre PP TC, an ideal solution for tyre labelling that combines performance with aesthetic appeal.

Silvertyre PP TC face provides excellent printability with good dimensional stability and register control that will result in high quality graphics. The eye-catching metallic surface gives the label a premium look. It is suitable for all conventional printing techniques.



UPM Raflatac Tyre Range

Product code	Face	Properties			
		Printability	Lay-flat	low/medium rough profiles	High rough profile
28/RHOT/01/H0	Raflatyre	●●●●●	●●●●●	●●●●●	●●●
28/RHOT/91/H0	Raflatyre	●●●●●	●●●●●	●●●●●	●●●
W8/RHOT/36/H0	Syntyre	●●●●●	●●●●	●●●●●	●●●
BEF/RHOT/01	Silvertyre PP TC	●●●●●	●●●●	●●●●●	●●●

● Poor ●●●●● Excellent

Adhesive

RH-T

Resist the migration of chemical components from the tyre rubber

Uneven tyre surfaces are demanding enough as it is. To make the challenge even greater, wax or silicone-based chemicals used as mould release agents during the tyre manufacturing process are very often present. An adhesive for tyre labelling must also withstand the migration of certain chemical components from the tyre rubber. These components cause the label to yellow if the labelling materials are not resistant to migration.

UPM Raflatac's RH-T – a high tack, high coat weight adhesive – has been specially developed for tyre labelling applications.





UPM – The Biofore Company

UPM leads the integration of bio and forest industries into a new, sustainable and innovation-driven future.



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