

## Case Study Tire Manufacturer

Reduce heat to improve scanning ability of bar code label

**GEOGRAPHICAL AREA:**  
India

### ISSUE:

A tire manufacturer had an issue with their barcode label becoming unreadable after it went through the vulcanization process at approximately 204C (400F)

### SOLUTION:

Heat Shield™ High Heat

Coverage: 3-coats

### RESULTS:

- ✓ Protected the barcode label from heat during the vulcanization process
- ✓ Protected the barcode label from yellowing
- ✓ Solved the issue by allowing the barcode to remain readable by the scanner
- ✓ Provided a clear protective coating

## Award Winning Energy Saving and Asset Protection Coatings



This Tire Industry client had an issue with the readability of the barcode label on their tires. The overall time the label spends in the oven ( from room temp to room temp ) is around 20 mins. The vulcanization process brings the tire to approximately 204C (400F).

The problem is barcode was getting damaged due to the heat, which also caused discoloration ( yellowing ). This made the barcode unreadable by the scanner.

The client had tried other types of coatings with no luck.

Heat Shield™ High Heat coating was used over the polyester barcode label

for heat protection and to stop the yellowing.

The coating successfully protected the barcode from damage and discoloration and enabled proper scanning after the vulcanization process, solving a huge issue for the tire manufacturer.