

Reduce Your Tire Costs with the **TIRE-TRACK™ ID UNIT**

**Track Tire Performance • Track Cost per Mile / 32nd • Improve Inventory Control
Improve Purchase & Maintenance Decisions • Ensure Maximum Tire Life • Improve Safety
Avoid Vehicle Downtime • Improve Data Accuracy vs. Branding • Deter Theft**



Developed by
TIRE-TRACK, LLC



Actual Size



Your Company Name, Logo, and/or Location Number

Eye Readable Interpretation of Bar Code

Your Choice of Bar Codes (1D or 2D)

Whether you're hauling freight or a bus load of first graders... your cargo is valuable. However, that cargo won't reach its destination if your fleet's tires are not properly maintained and managed. Next to fuel, tires make up the single largest expense in a fleet's budget. It only makes good business sense to monitor these assets properly.

To help reduce your tire costs, TIRE-TRACK, LLC has developed the **TIRE-TRACK ID UNIT™**. The ID UNIT(S) are permanent, **all-rubber** bar code & RFID (optional) labels that serializes each tire

with a unique identification number to work with your fleet maintenance or tire program. Each ID UNIT contains a bar code with the corresponding human readable number, as well as your company's name and/or "unique identifier" for quick identification and to help deter theft or substitutions.

Why the TIRE-TRACK ID UNIT™ vs. tire branding or other bar code labels?

Tire branding is slow, expensive, dangerous and can damage the tire. In addition, it relies upon manual data collection/entry which is prone to error. Bar code data collection has proven itself for the past 20 years to be a more accurate, speedier process.

Silk-screened or ink printed tire identification labels have been available for some time. They are similar in that both products place "paint" or ink on the surface of the rubber. Their initial appearance is very good, however the image wears off easily.

The **TIRE-TRACK ID UNIT™** is a **multi-layered** black & white rubber label specifically designed for tires & other harsh environments. **The bar code and other information is engraved through the white rubber to expose the contrasting black rubber; so there's no "paint" or ink to rub-off.** In addition, it resists UV light and won't "brown-out" like other bar code labels.

	BRANDING	INK or SILK-SCREEN PRINTED LABELS	TIRE-TRACK ID UNIT™
DOES IT PERMANENTLY SERIALIZE YOUR TIRES?	Yes	No	Yes
IS IT EASY TO READ?	No	Yes, providing the bar code has not worn-off	Yes
CAN INFORMATION BE READ ELECTRONICALLY?	No	Yes, providing the bar code has not worn-off	Yes
CAN IT SURVIVE RETREADING?	Yes	No	Yes
CAN IT WORK WITH YOUR EXISTING SOFTWARE PROGRAM?	Yes, information must be entered manually	Yes, providing the bar code has not worn-off	Yes
CAN IT DAMAGE THE TIRE?	Yes, if you brand too deep	No	No



WHICH ID UNIT IS RIGHT FOR YOU?



CVL-ID UNIT:

The **CVL-ID UNIT** is specifically designed for tires and is constructed similar to a repair patch. It is vulcanized to the tire "just like a patch" with cold-cure vulcanizing cement, or can be installed during the retread process. **The CVL-ID UNIT is intended for those fleets that retread their tires.**



SI-ID UNIT:

The **SI-ID UNIT** is designed for tires and many other surfaces (i.e. metal, wood, plastic, etc). It is bonded with industrial "superglue." The bond is incredibly strong, quick and easy to apply. **The SI-ID UNIT does not withstand the retread process; therefore it is intended for those fleets that do not retread their tires.**



DEMO KITS:

Demo Kits are available for both the CVL and SI Product(s). Each kit includes 15 samples and everything you need to properly apply them. (Contents may vary).

OPTIONAL

SAS:

For those customers who are interested in RFID technology, TIRE-TRACK, LLC offers the option of including an industry approved RFID chip in either ID Unit. The RFID chip is Gen2 compliant.



HARDWARE & SOFTWARE

If you do not currently have a Tire Tracking or Fleet Maintenance Program but are still interested, **TIRE-TRACK, LLC** has developed strategic partnerships with other leaders in the Fleet Software business that can provide you with both the appropriate hardware and software.

"FAMOUS QUOTES" FROM OUR CUSTOMERS

- *"I was able to show my boss that the more expensive tire to buy, was less expensive to own" . . .Laredo, TX*
- *"We tried every label possible, nothing works except the ID UNIT" . . .NYC, NY*
- *"You're inexpensive, easy and you work with what I already own" . . .Brooklyn, NY*
- *"So for about \$3, I can track my tires from cradle-to-grave using my existing program. What am I missing?" . . .Houston, TX*
- *"Tracking tires shouldn't have to be rocket science" . . .PB, FL*
- *"I never realized how many tires were being stolen" . . .Dover, DE*
- *"I've been able to reduce my inventory by almost 20%" . . .Allentown, PA*

TIRE-TRACK, LLC is proud to be members and partners with the following organizations:



For more information, please call:

