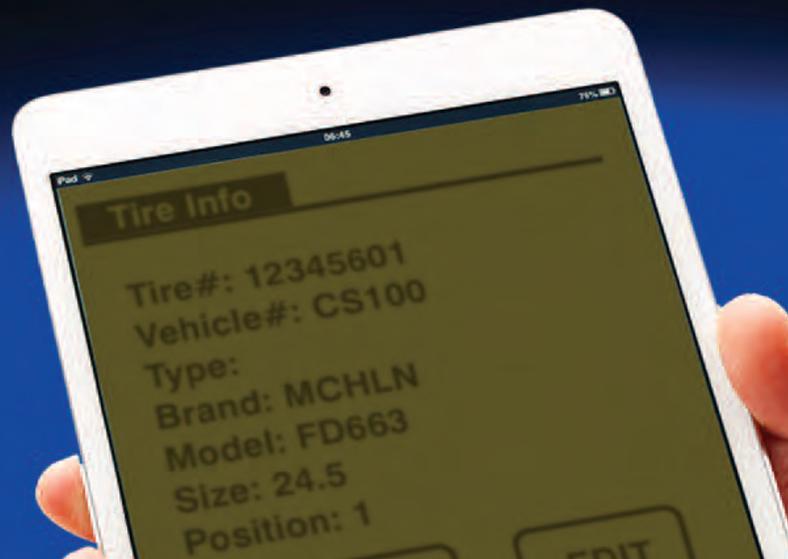


Reduce Your Tire Costs with the **TIRE-TRACK™ ID UNIT**

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



Developed by
TIRE-TRACK, LLC



Whether you're hauling freight or a bus load of first graders... your cargo is valuable. However, that cargo will not 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** is a permanent all-rubber barcode label specifically designed for tires. Each **ID UNIT** contains a barcode, which can be read by any barcode scanner and the corresponding eye-readable number. It serializes each casing with a unique identification number, so that it can be tracked from cradle-to-grave with your existing Fleet Maintenance or Tire Tracking Software program. Your Company's name / ID or Logo can be added for quick identification and to help deter theft.

Why the **TIRE-TRACK ID UNIT**™ vs. tire branding or other barcode 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. Barcode data collection has proven itself to be a more accurate, speedier process.

Silk-screened or ink printed tire identification labels have been available for some time. Both products use paint or ink on the surface of the rubber. Although the initial appearance is very good, 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 barcode and other information is engraved through the white rubber to expose the contrasting black rubber;** so there is no paint or ink to rub-off. In addition, it resists UV light and will not "brown-out" like other barcode labels.

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

PRODUCTS

YOUR COMPANY NAME HERE



1 2 3 4 5 6 0 1

Actual Size

The **VL-ID Unit** has been discontinued. Please see the additional products page: "Which ID UNIT is Right For You?" at the bottom of this brochure.



HeatClamp:

The **TIRE-TRACK HeatClamp** is a proprietary tool specifically designed to heat vulcanize the **VL-ID UNIT** to the tire. The bond is 5x stronger than a chemically vulcanized bond and the tire can be put into service almost immediately.



DEMO KITS:

Demo Kits are available so that you may test and evaluate the **VL-ID UNIT** prior to placing your 1st order. Each Demo Kit includes 15 ID UNITS and all the tools you need to properly apply them.

DESIGN OPTIONS

TIRE-TRACK offers several design options. Select the one that is best for your fleet.

YOUR COMPANY NAME HERE



1 2 3 4 5 6 0 1

Company Name or ID, Barcode & Corresponding Eye-Readable #



30049019

2D Barcode & Corresponding Eye-Readable #



30041999

Larger Barcode & Corresponding Eye-Readable #

跟踪胎

10193512

Logo & Corresponding Eye-Readable #

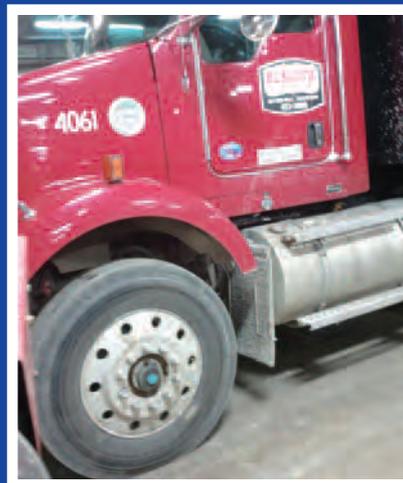
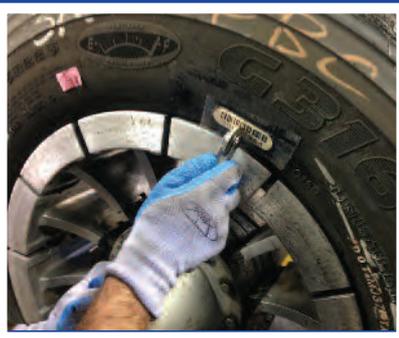
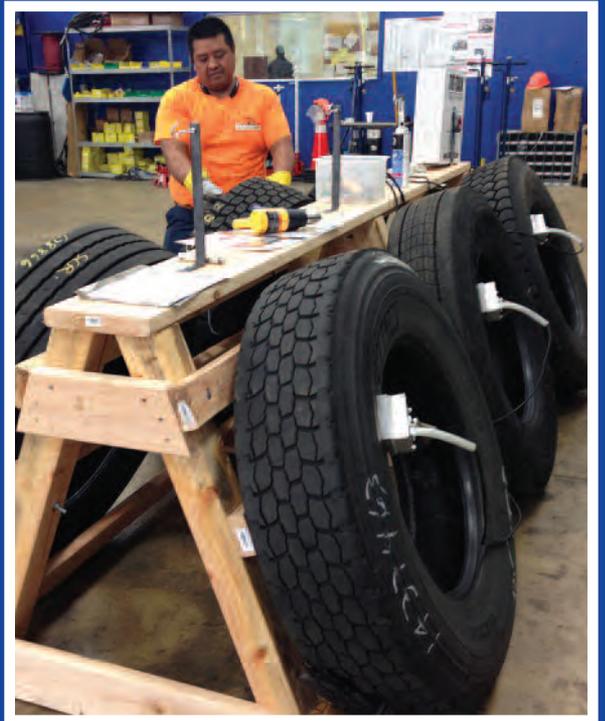
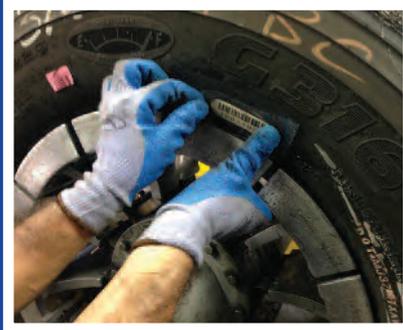
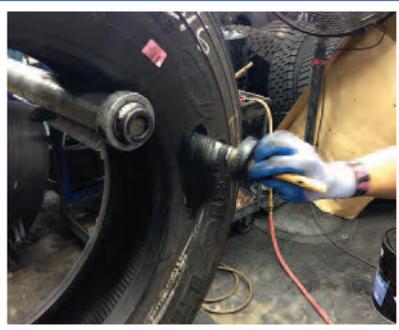
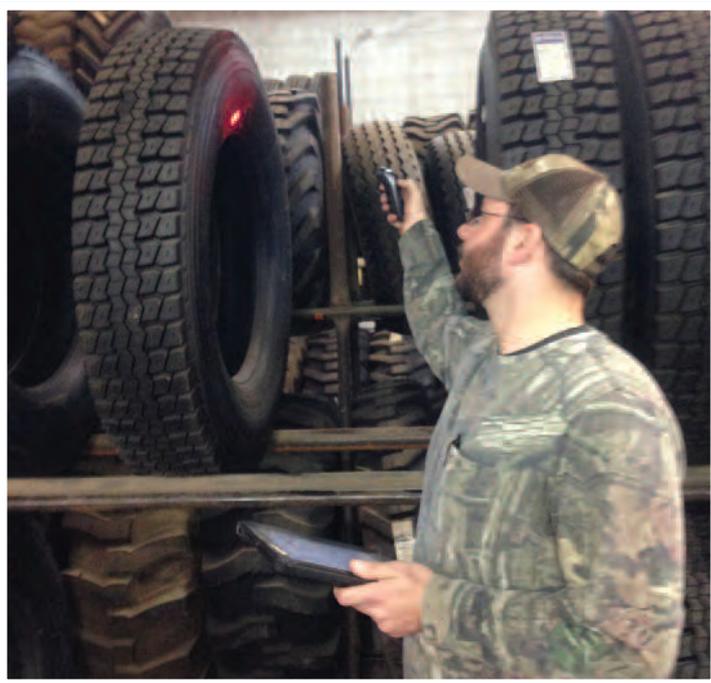


Ti 10047676

Barcode, Logo & Corresponding Eye-Readable #

SB 123456

Large Eye-Readable Only



FREQUENTLY ASKED QUESTIONS

What is the difference between the Tire-Track ID Unit and a silk-screened or ink printed tire identification label?

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. Although the initial appearance is very good, it can be easily damaged. Therefore, they do not perform well and do not last in harsh environments.

The Tire-Track ID UNIT was specifically designed for tires and to stay on the tire from cradle-to-grave. All of the information is cut into the rubber itself, so it's far more durable than ink or paint. It resists UV light, which causes other white labels to turn brown. This "brown-out" effect prevents a scanner from decoding the barcode. As a result, the ID UNIT is ideally suited for harsh environments.

Can the Tire-Track ID Unit be applied to any tire?

Yes, the ID UNIT is heat vulcanized to a new tire with our HeatClamp or to a used casing during the retread process.

Has the ID UNIT been tested in all retread processes?

Yes, the ID UNIT has been tested in all of the major retreading processes. However, we always recommend customers test and evaluate the product themselves.

What information is included in the ID UNIT?

The ID UNIT can be customized to your specific needs. However, most customers include their company name / ID or logo, barcode and corresponding eye-readable number.

Can the ID UNIT be read by any barcode scanner and which symbology is used?

Yes, the barcode can be read by any scanner, even the one on your phone. Generally, we use barcode 128c, however, we also offer a DataMatrix code or a very large EYE-READABLE NUMBER.

How are the Tire-Track ID Units packaged?

The ID UNITS are supplied in rolls of 250, 500 or 1,000 pieces in sequential order. The packaging doubles as a dispensing box that can be mounted anywhere in the shop.

How long does it take to apply the ID Unit?

It takes less than 5 minutes per tire when you use multiple HeatClamps.

For More Answers....

(800) 227-5592 • (475) 329-5158 • www.TIRE-TRACK.com • info@tire-track.com

HARDWARE & SOFTWARE

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

WHAT OUR CUSTOMERS ARE SAYING

- *"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 less than \$4, 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:



RTA Retread Tire Association



For more information, please call:

TIRE-TRACK LLC
5 Trowbridge Drive
Bethel, CT 06801
(800) 227-5592 or (475) 329-5158
www.TIRE-TRACK.com
info@tire-track.com

Which ID UNIT is Right For You?

The **ID UNITS** are permanent all-rubber barcode labels **specifically designed for tires and other surfaces**. They are constructed similarly to a repair patch. Unlike traditional "peel-n-stick", or other rubber labels, the information is cut into the rubber so it's extremely durable. The **ID UNITS** can be chemically or heat vulcanized to a dismantled tire. They have been tested and easily survive all of the retread processes. The **CVL, HVL** and **RF-ID Units** can contain your company name, logo or ID, barcode or eye-readable number. Although our **ID UNITS** appear similar, they all use a proprietary bonding gum for various applications. Please review each product and [contact us](#) with any questions.

ID-ID UNIT: (Chemically or Heat Vulcanized)

*Your COMPANY NAME,
Unique ID, or LOGO here*

The **ID-ID UNIT** is a very simple and easy way to identify your tires to help prevent theft and ensure your tires are returned from the dealer. It does not have a unique serial #, just Your Company Name, Logo or ID. The ID-ID UNIT can either be Chemically or Heat Vulcanized to the tire.

CVL-ID UNIT: (Chemically or Heat Vulcanized)



The **CVL-ID UNIT** is a thinner, more flexible ID UNIT designed to be either chemically (12 lbs of adhesion) or heat vulcanized (30 lbs of adhesion) to the tire.

HVL-ID UNIT: (Heat Vulcanized Label)



The **HVL-ID UNIT** is specifically designed to be Heat Vulcanized to the outside of the tire with either our HeatClamp or during the retread process. It provides the strongest bond to the tire (65 lbs of adhesion).

RF-ID UNIT: (Heat Vulcanized Label)



Available August 2020, the **RF-ID UNIT** is our newest and most complex product. It utilizes an industry approved RFID Spring Antenna Sensor. The Unique Serial number is then duplicated as a Barcode and Eye-Readable Number. **The RF-ID UNIT must be Heat Vulcanized to the tire.**