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 under 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 more durable than ink or paint. It resists UV light, which causes other white labels to turn brown. This “burn-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 128, 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.

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

Tire Information Association
Retread Tire Association

For more information, please call:

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

Developed by TIRE-TRACK, LLC

Reduce Your Tire Costs with the TIRE-TRACK ID UNIT

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

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 under 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 more durable than ink or paint. It resists UV light, which causes other white labels to turn brown. This “burn-out” effect prevents a scanner from decoding the barcode. As a result, the ID UNIT is ideally suited for harsh environments.

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How long does it take to apply the ID UNIT?

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

**VL-ID UNIT:** (Vulcanized Label replaces the CVL)

The VL-ID UNIT is specifically designed for tires and is constructed anos to be a “super patch”. It is heat vulcanized to the tire with our
HeatClamp during the retread process, while the tire is in the
chamber. The application process is very simple and its bond is
incredibly strong.

**TIRE-TRACK ID UNIT**

The TIRE-TRACK ID UNIT is specifically designed for tires and is constructed
similar to a “repair patch”. It is heat vulcanized to the tire with our
HeatClamp or during the retread process, while the tire is in the
chamber. The application process is very simple and the bond is
incredibly strong.

**DEMO KITS:**

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

**DOES IT PERMANENTLY SERIALIZE YOUR TIRES?**

Yes

No

**IS IT EASY TO READ?**

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

**CAN INFORMATION BE READ ELECTRONICALLY?**

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

**CAN IT SURVIVE RETREADING?**

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

**CAN IT WORK WITH YOUR EXISTING SOFTWARE PROGRAM?**

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

**CAN IT DAMAGE THE TIRE?**

No

No

No

No

No

No

No

No

**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, speedy process.

Silk-screened or ink printed 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.

**WHY YOU’RE HEARING TRAFFIC ON 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 ensure these costs properly.

To help resolve 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 satisfies each casing with a unique identification number, so that it can be tracked from tire manufacture to 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.

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<table>
<thead>
<tr>
<th>TIRE-TRACK ID UNIT</th>
<th>1.5 in x 3.5 in Pressure Sensitive Label</th>
<th>DRAWBACKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOES IT PERMANENTLY SERIALIZE YOUR TIRES?</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
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</tr>
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<td>No</td>
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<tr>
<td>CAN IT WORK WITH YOUR EXISTING SOFTWARE PROGRAM?</td>
<td>Yes</td>
<td>No</td>
</tr>
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<td>CAN IT DAMAGE THE TIRE?</td>
<td>No</td>
<td>Yes</td>
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**WHY THE TIRE-TRACK ID UNIT vs. tire branding or other barcode labels?**

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When 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 ensure these costs 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 simulates each casing with a unique identification number, so that it can be tracked from Fleet Maintenance or Tire Tracking Software programs. Your Company’s name / ID or Logo can be added for quick identification and to help decrease theft.

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**PRODUCTS**

**VL-ID UNIT:** (Vulcanized Label replaces the CVL)

The VL-ID UNIT is specifically designed for tires and is constructed so for a “snug fit.” It has been vulcanized to the tire with our **HeatClamp** during the retread process, while the tire is in the chamber. The application process is very simple and the bond is incredibly strong.

**HeatClamp:**

The TIRE-TRACK HeatClamp is a proprietary tool specifically designed to heat vulcanize the VL-ID UNIT to the tire. This clamp is 5-6x 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.

**VL-ID UNIT:**

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

Larger Barcode & Corresponding Eye-Readable #

Barcode, Logo & Corresponding Eye-Readable #

2D Barcode & Corresponding Eye-Readable #

Logo & Corresponding Eye-Readable #

Large Eye-Readable Only

**DOES IT PERMANENTLY SERIALIZE YOUR TIRES?**

- Yes
- No

**IS IT EASY TO READ?**

- Yes
- No

**CAN INFORMATION BE READ ELECTRONICALLY?**

- Yes
- No

**CAN IT SURVIVE RETREADING?**

- Yes
- No

**CAN IT WORK WITH YOUR EXISTING SOFTWARE PROGRAM?**

- Yes
- No

**CAN IT DAMAGE THE TIRE?**

- Yes
- No

- No, if you brand too deep
**PRODUCTS**

**VL-ID UNIT:** (Vulcanized Label replaces the CVL)

The VL-ID UNIT is specifically designed for tires and is constructed so as to “open up” during the vulcanization process. It is heat vulcanized to the tire with our **HeatClamp** during the retread process, while the tire is in the chamber. The application process is very simple and the bond is incredibly strong.

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(Handbook/Label replaces the CVL)

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**Why the TIRE-TRACK ID UNIT vs. tire branding or other barcode labels?**

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The TIRE-TRACK ID UNIT is a multi-layersed 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 labeling 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.

**PRODUCT OPTIONS**

<table>
<thead>
<tr>
<th>TIRE-TRACK ID UNIT</th>
<th>3&quot; x 5&quot; SELF-ADHESIVE Permanent Labels</th>
<th>DRILLING</th>
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<tbody>
<tr>
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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.

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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.

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

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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.

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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 • Increase Safety
Reduce Vehicle Downtime • Improve Data Accuracy • Deter Theft

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