



UP-LABELS
Ultimate Performance Labels

UP-TIREWORKS
Ultimate Performance Tire Decals



UP-LABELS
ULTIMATE PERFORMANCE LABELS

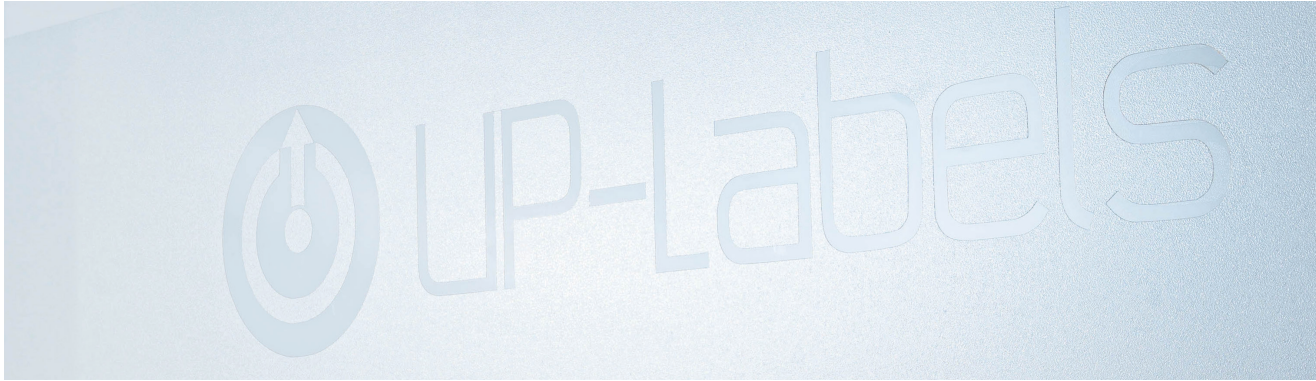
Ultimate surface refinements for challenging surfaces.



precise. resistant. innovative.

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UP-LABELS

precise. resistant. innovative.

UP-Labels - your essential partner for premium tire uniformity identification markings during Final Finishing. We do not define standards, we aim to revolutionize them. Our products offer outstanding durability and performance, even under highly demanding conditions. With tailor-made solutions, that are specifically designed to accommodate

the requirements of tire manufacturers, we are the key to success. All our partnerships are based on fairness, transparency and trust. Welcome to UP-Labels, where quality, consistency and environmental awareness are the foundation of a strong and successful collaboration.

Perfection in TU Markings

OUR MISSION

Setting global standards and exceeding traditional labelling systems



“ Innovation must go hand in hand with quality to guarantee the greatest possible success

Dr. Gerald Ullrich, Dipl. Ing. Thomas Prorok

Innovation and quality are the cornerstones of UP-Labels. We focus on continuous innovation always offering the best solutions for our customers. We continually seek innovative ways to develop new technologies for improving tire

surface markings. Our goal is to produce products which play a major role in a sustainable future. Through our global collaboration with strong partners, we revolutionize the industry and set new standards!



UP-LABELS - THE FUTURE OF TIRE SURFACE MARKING

OUR PRODUCTS

Tailor-made marking and surface decoration
for challenging surfaces and specific requirements



TECHNICAL MARKING



TIRE SIDEWALL DESIGN

— TIRE_DOTS (LTA)

— HTF (Premium hot-foil)

**UP-TIREWORKS**
Ultimate Performance Tire Decals

PRODUCT FEATURES

We ensure that our products guarantee the following characteristics

EXTREMELY THIN

The paper-thin and elastic materials enable marking on raised structures and letters.

ROBUST & LONG LASTING

High performance polymers and pigments enable maximum coverage and elasticity while offering outstanding abrasion resistance.

CUSTOMIZED

Different tire compositions and manufacturing processes require individually tailored products.

SUITABLE FOR ALL HOT MARKING PROCESSES AND MACHINES

Our products are compatible with most common marking machines. Individual adjustments according to customer specifications can be quickly implemented.

HIGH ADHESIVE POWER

Special adhesives tailored to the structure and chemistry of the tire sidewalls guarantee a maximum adhesion.

ENVIRONMENTAL SUSTAINABILITY

Our products are manufactured exclusively from environmentally friendly raw materials avoiding the use of petrochemical solvents.

PHYSICAL PERFORMANCE

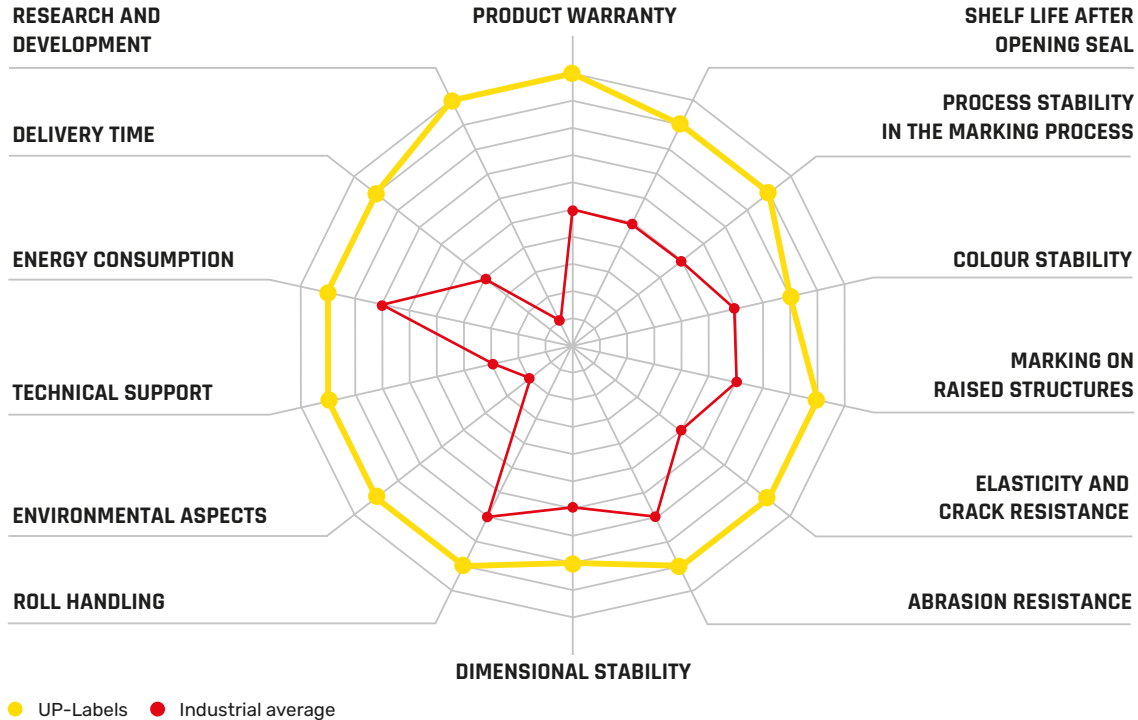
Depending on the desired area of application and location, our products guarantee the highest performance in challenging situations.

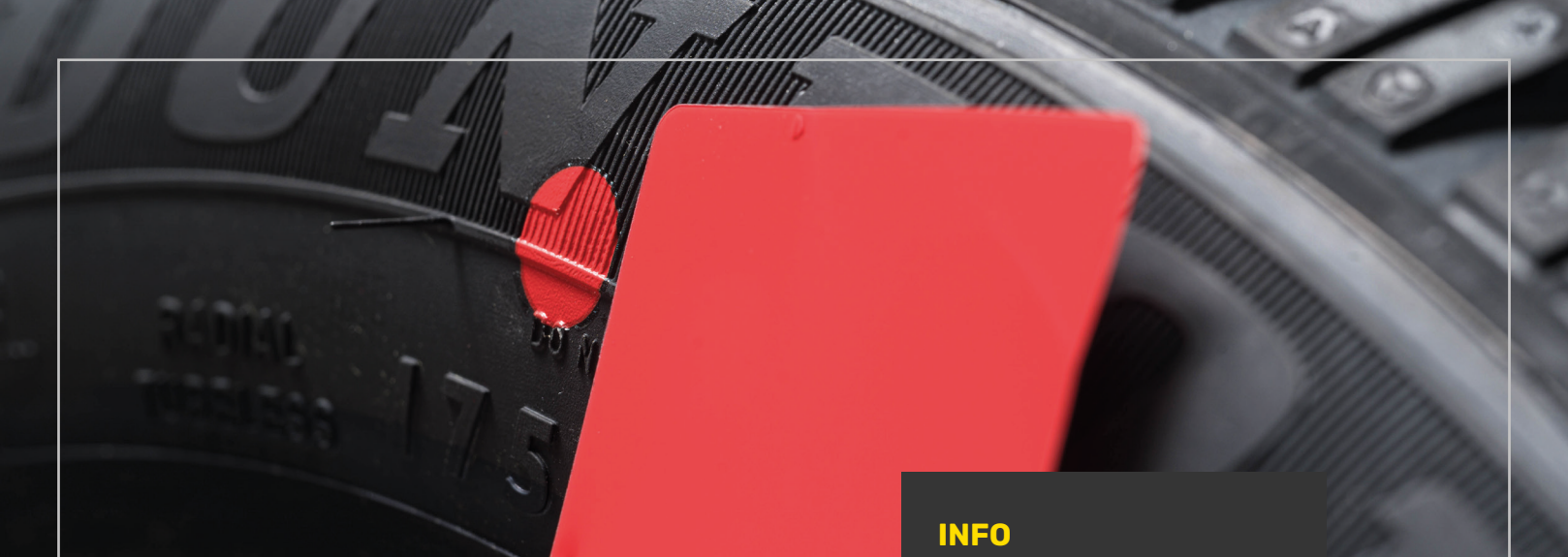
SEMI-PERMANENT VERSION

For temporary labelling of the tire sidewall, we also offer semi-permanent adhesive products that can be easily removed without leaving any residue. Often used during reworking in tire plants.

PRODUCT ADVANTAGES

Our products are setting new standards





PRODUCT ADVANTAGE

COLOUR STABILITY

UP-Labels uses high-quality pigment pastes which ensure constant colour stability. Each production batch is carefully checked for colour match with the samples approved in advance.

INFO

The defined colour of marking is critical for meeting your OE customer specifications.

This is why we offer you our tailor-made services.

Based on your COLOUR CARD or ORIGINAL COLOUR SAMPLE we produce the exact colour for your markings.



PRODUCT ADVANTAGE

CUSTOMIZED

Different customers in different countries require different labels. Regardless of shape, colour, semi-permanent or permanent - we customize your TU Markings according to your specific individual requirements.





PRODUCT ADVANTAGE

LABELLING ON RAISED SURFACES

Structures, reliefs and inscriptions on the tire sidewall create no obstacle for our markings. Thanks to the out-

standing elasticity of our products, even difficult positions on the tire can be reliably marked.



PRODUCT ADVANTAGE

ROBUST & LONG LASTING

UP-Labels marking products can ensure that your tire markings will remain clear and visible, regardless of the conditions they are exposed to. These markings have been thoroughly tested to withstand the typical conditions

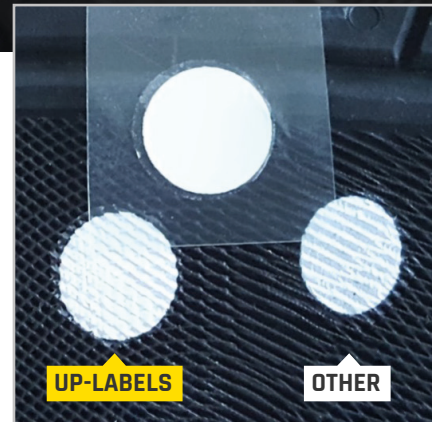
occurring in a tire factory and during shipments. This has regularly proven to have positive impact with inspectors at OEM Quality Audits.



PRODUCT ADVANTAGE

DIMENSION STABILITY

Our products show only minimal dimensional changes during the tire marking process. In contrast, significant dimensional changes often occur among other marking products.





PRODUCT ADVANTAGES

ROLL CORE STRENGTH

The rolls of UP-Labels have a core thickness of 3 mm, which ensures stable installation in the marking machines. The traditional industry average is currently 2 mm which can lead to a less reliable application.

ROLL HANDLING

Our rolls are compact and easy to handle to avoid “telescoping” or tangling. This ensures easy handling and reduces risk of damage. Currently used rolls within the tire industry are often loosely wound thus requiring extremely careful handling.



PRODUCT ADVANTAGE

ENVIRONMENTAL ASPECTS

We focus on the latest technology to develop sustainable and environmentally friendly products. By making a conscious decision against traditional solvent-based paints, varnishes and adhesives, we set new

standards. Our drive for innovation and environmental awareness is reflected in every detail of our company. We are proud of having a positive impact on the industry and the world around us.



PRODUCT ADVANTAGE

ENERGY REDUCTION AND OEE

UP-Labels LTA and HTF products have been specifically designed to reduce energy consumption ensuring TU marking machines require lower pressure and temperature and shorter application times. The energy required for the application is therefore significantly

reduced, which leads directly to reduced costs. Our products enable shorter machine cycle times and overall equipment efficiency (OEE) in the Final Finishing of tire production. This ensures a positive effect on the Total Cost of Ownership.

HIGHER EFFICIENCY, LOWER COSTS



OEE





RESEARCH & DEVELOPMENT

Where ideas become reality



Our in-house R&D laboratory is dedicated to researching new approaches and technologies for refining challenging product surfaces. Thanks to our in-depth expertise and our state-of-the-art equipment we create the perfect environment for groundbreaking

research and development work. Years of experience in the chemical industry, particularly in the areas of materials, printing and coating technologies, form the solid foundation of our success.

As a leading company in hot transfer marking technology (LTA and HTF) UP-Labels has a in-depth knowledge and many years of experience in this field. Our continuous improvement processes (CIP) ensure that our products always meet the highest requirements.

Close collaborations with world-leading companies in the mechanical engineering sector of tire measurement and marking systems guarantee the latest technologies and high-class solutions.

Durability in every Application

TECHNICAL MARKINGS

TIRE_DOTS (LTA)

HTF (Premium hot-foil)

Tailor-made marking solutions to meet your specific requirements.

UP-Labels stands for premium quality, advanced technologies and tailor-made solutions.

Our team will work closely with you to understand your specific requirements and offers the optimal individual marking solution.

With state-of-the-art equipment and environmentally friendly materials, we ensure that our products meet the highest industry standards.



TIRE_DOTS (LTA)

Premium Tire Marking Labels

Our TIRE_DOTS are the ideal solution for the most precise and consistent marking of new tires. UP-LABELS TIRE_DOTS are durable, adhere reliably and ensure long term readability, even under extreme conditions.

UP-LABELS TIRE_DOTS are considered to be the global benchmark for marking new tires according to stringent OE specifications.



HTF (PREMIUM HOT-FOIL)

Reliable Marking of Rubber Products

For the marking of industrial rubber products, we offer our high quality HTF-rolls. Whether in the automotive industry, mechanical engineering or other industries – our HTF hot transfer films guarantee excellent adhesion and durability on rubber, even under extreme conditions.



**MANUFACTURED
MARKINGS**

>1 billion

SINCE THE FOUNDING OF THE COMPANY

**HAPPY
CLIENTS**

46

AROUND THE WORLD

**TIRE
MARKINGS**

24%

MARKET SHARE WORLDWIDE

**SUPPLIED
COUNTRIES**

26

ON 4 CONTINENTS

WHY UP-LABELS?

precise. resistant. innovative.

UP-Labels is characterized by its technical knowledge, investments in R&D and full customer support. On one hand, we are leaders in the production of technical markings for tires and sophisticated

surfaces, and on the other hand we pursue a passion for aesthetics and designs of the highest quality. Our innovative and visionary approach allows us to set new standards in the industry and beyond.

Technical know-how



Research & Development



**Complete
technical support**



**Passion for aesthetics
of the highest quality**

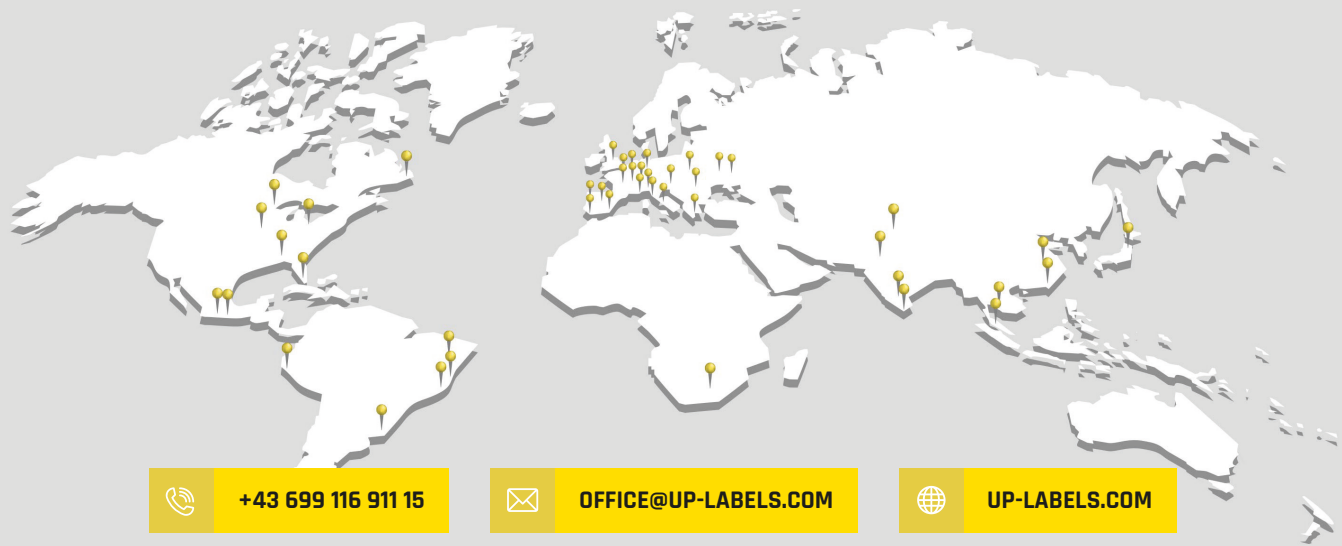


Innovative and visionary



**Transparent, fair and
environmentally friendly**





TECHNICAL SUPPORT

From the first contact to a long-term partnership

UP-Labels guarantees premium products and first-class technical support. We offer free product samplings and test on your tires directly, using the latest generation of marking machines to achieve

optimal results for your applications. In addition, we see ourselves not only as a product supplier but as your partner who supports you every step of the way to the perfect marking of your products.



UP-TIREWORKS

Ultimate Performance Tire Decals

Premium Tire Decals for Premium Tires

Experience our premium tire sidewall decals for your premium tires – paper-thin, robust and durable to withstand any challenges.

With UP-TIREWORKS you are entering a new era of tire refinement. Our revolutionary process offers an innovative solution for individual design and decoration of your tires. Forget traditional stickers - we enable you to apply your manufacturer logo directly to the vulcanized tire.





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