



UP-LABELS

Ultimate Performance Labels



UP-TIREWORKS: UNLEASHING TIRE IDENTITY



Enhance the visibility of your tires with UP-Labels micro-decals! These precision-designed graphics and texts are perfect for information signs, advertising, and branding. Made from durable, heat-activated transfer materials, they ensure your message stands out with clarity and impact. Whether for logos, slogans, promotional content, or safety markings, UP-Tireworks deliver a professional, high-quality finish that grabs attention and leaves a lasting impression.

CUSTOM DESIGN

Tailor every detail to your needs with flexible options for graphics, design and color.

EXTREMELY THIN

Enjoy the „no-label look“ of our ultra-thin micro-decals which blend in perfectly with the tire sidewall for an elegant look.

HIGH ADHESIVE POWER

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

HIGH DISCOLORATION RESISTANCE

UP-Tireworks are highly resistant against discolouration due to high exposure to sunlight, harsh weathering conditions and migration of staining tire ingredients.

ENVIRONMENTAL SUSTAINABILITY

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

OPTIMISED FOR AUTOMATED APPLICATION

UP-Tireworks are expertly designed for machine application, using automatic transfer printers, ensuring precision, speed and reliability.





HIGHLIGHT YOUR TIRES: UNIQUE FEATURES ON THE SIDEWALL

EXAMPLES



INDIVIDUAL SOLUTIONS



Your ideas are unique – and so are your tires. At UP-Labels, we have extensive knowledge and experience in developing customised solutions for tire decoration. Using our modular set of functional layers and adhesive formulations, we provide the best decoration materials to achieve the highest performance in your application.

APPLICATION TECHNOLOGY - PARTNERS WITH INTERNATIONAL EXPERTISE



UP-Labels partners with leading international manufacturers specialising in machinery for the final finishing process in tire production, including experts in tire marking technology. Together with our partners, we provide comprehensive support throughout the entire implementation process, ensuring that your tire side-walls feature striking logos and branding that stand out.

POST-CURE TECHNOLOGY



UP-Tireworks are applied after tire vulcanization (post-cure), offering the following benefits:

- Maximum production flexibility due to an independent application process
- No introduction of a foreign rubber compounds into your tire side wall construction
- Easy replacement of damaged decorations without the need for tire scraping
- Cost-effective solution

GET IN TOUCH



- You have a vision how a coloured microbranding feature will boost your tire design, but you are unclear how to realise it?
- Contact us with your ideas & together we will set up a concept and evaluate the best product type for your tire sidewall rubber.
- Once the prototype is evaluated, we will assist in integrating the application of UP-Tireworks into your production process (final finishing) in close collaboration with our experienced international partners