



On the right road!

**A NEW GENERATION OF SMART ADHESIVES
FOR HIGH PERFORMANCE TYRE LABELS**





Bostik adhesives make labels smarter

Bostik understands the role that adhesives can play in determining the final appearance and performance of a tyre label. Over many years, we have taken the time to understand the needs of all customers including roll stock manufacturers, converters, printers and end users. As a result, we have developed a range of innovative technologies which can meet the most demanding requirements.

We develop smart adhesives – Adhesives that do more than simply stick things together.

In addition to our innovative products, our experienced customer service and technical support personnel support customers with planning and operations to ensure the highest quality results.

Bostik is the leader in Hot Melt Pressure Sensitive Adhesive (HMPSA) for the Label industry. We offer a variety of solutions closely matched with the most demanding industry requirements.

TYRE LABEL ADHESIVES

TLH 2548 EM is a high performance adhesive which has been formulated especially to meet the bonding challenges posed by tyre labels. It is suitable for a diverse range of carriers, including paper and films and offers excellent adhesion in a range of conditions. It is compatible with a variety of tyre types and materials (even winter tyres) and resists the chemical components sometimes released by tyres which can cause debonding.

TLH 2548 EM also delivers a number of benefits in the manufacturing and converting processes. It facilitates smooth and clean production operations with no bleeding while it has excellent die-cut properties.



Benefits when you work with Bostik

In the development of TLH 2548 EM, Bostik has consulted and worked closely with leading customers across the label value chain. As a result, the needs of all customers involved in the production, converting, printing and application of labels are addressed.

ROLL STOCK MANUFACTURERS

- Multi-purpose product with one adhesive meeting most requirements
- Suitable for use by original tyre manufacturers and the rethread market
- Works in the most challenging conditions

CONVERTERS & PRINTERS

- Compatible with a wide range of face materials, including papers and films
- Excellent die-cutting properties
- No adhesive bleed

END USERS

- High tack formulation
- Excellent adhesion on different tyre types
- Resists chemical components released by tyres which can cause debonding
- Excellent temperature resistance to avoid debonding during transportation
- Minimises the need for re-labelling



Smart help:
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ARKEMA
INNOVATIVE CHEMISTRY