

EU TYRE LABELING - BIG CHALLENGES FOR MIDSIZE TYRE SUPPLIERS

The second quarter of 2012 finds tyre manufacturers still working to meet the technical requirements imposed by the new EU labeling mandate, EC No. 1222/2009, for passenger, light truck and truck tyres.

Many large, multinational tyre companies are promoting the systems they have in place to meet the EU requirements, including provision of point-of-sale data to their own "exclusive" dealers and retail outlets. However, the challenges of acquiring EU ratings, procuring labels, and supplying point-of-sale label data to a variety of distributors and independent tyre depots persist for midsized, growing companies who export tyres to Europe. For these manufacturers, meeting the mandate for tyres manufactured after 30 June 2012 remains a daunting task.



To resolve EU labeling issues without the huge resources available to the multinationals, the midsized manufacturer must consider options that not only solve the immediate problems, but expand the overall capabilities of the company. For example:

- When selecting equipment to provide fuel efficiency ratings, consider multi-purpose machinery that also provides valuable tyre quality and endurance data.
- When gearing up for label procurement, consider an investment that reduces label waste and management overhead costs, while providing flexibility.
- When developing point-of-sale label

information, include promotional content to leverage advertising and marketing opportunities.

Poling Group Solutions

Known for providing innovative machine and software solutions for the tyre industry, the Poling Group now offers products that can help midsized manufacturers, and their EU distributors, meet EU label requirements.

Rolling Resistance Testing

For manufacturers, the Poling Group company ASM~Hasbach offers a Rolling Resistance tester that has already seen placement in Europe, the U.S., India, and China. This machine uses the torque method of providing the fuel efficiency rating. The torque method is the most accurate method, since the measurement is direct and not susceptible to the large errors caused by load misalignment and crosstalk that are characteristic of the force method.

Advantages of this machine include:

- Use of a servo-driven actuator instead of hydraulics for loading
- Correlates results to enable inter-laboratory comparisons
- No machine foundation required
- Can be fitted to additionally provide high-speed endurance testing, providing excellent value as a multi-purpose investment
- Offers options like camber, air regulation, and temperature readings (tyre internal/external, tread, and ambient) that also increase machine usability and flexibility

For more information, see <http://www.polinggroup.com/rr>

Tread Label Management

To help tyre manufacturers and their distributors supply EU labels and related point-of-sale information, Poling Group company CTI offers a new version of its Tread Label Management system.

For the last 10 years, TLM provided

"print-on-demand" tread labels to U.S. tyre makers. The new TLM specifically addresses the EU label requirements, including the need to provide labels and/or label information at point-of-sale.

TLM offers a secure, hosted database to allow manufacturers to update and maintain their product information, including the EU ratings. This information can be accessed over the internet to print directly on a label, or displayed on a monitor and then printed out as consumer information or to accompany a bill of sale. TLM is a fully hosted solution that includes site hosting, maintenance, and technical support, alleviating the need for midsized manufacturers to extend their IT staff or invest in additional servers.

Tyre Labels

Tyre producers can greatly benefit by combining the use of preprinted labels and on-demand printing for make-up or replacement labels needed for the warehouse and distributors.

Preprinted labels are easily ordered, but cost savings achieved with large production runs can be lost in the distribution process through waste, storage, or worse – expired or improper labeling.

By centralizing tyre data (i.e., providing single source of truth with regard to tyre information), many of these problems can be solved with significant cost savings for both manufacturers and distributors.

Point-of-Sale Information

Perhaps the most beneficial aspect of TLM for midsized tyre manufacturers is the "kiosk" web interface designed for distributors and consumers. Available 24/7, the kiosk supplies all EU label information for viewing on a monitor or localized printing.

The manufacturer can even enhance the EU tyre information with their corporate look, logo and product features, turning the EU label challenge into a sales and marketing opportunity.

For more information, see <http://www.polinggroup.com/tlm>

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