



# Rev Up Production Quality

7 Dramatic Benefits Of RFID In  
Tire Manufacturing



RFID technology can be a powerful tool for attracting more customers. Differentiating your products is often a challenge, but RFID enables customers to use their existing infrastructure to add value to their cars, securing a competitive advantage with added tire tracking capabilities.

You're able to control tire quality within your plant by tracking each asset throughout its lifecycle, identifying where mistakes are being made and taking corrective measures.

Today, manufacturers are increasingly turning to RFID technology as the solution to their tracking needs. Learn about seven dramatic benefits of RFID in tire manufacturing.

## **1** RFID Carries More Insight

RFID technology simplifies and improves monitoring and diagnostics, helping you to make better on-the-fly decisions.

## **2** Tags Complement Existing Barcode Technology

When you use RFID tags in conjunction with barcodes, you're able to put in place a backup data system and concurrent scanning points. In other words, automation enables your barcode and RFID tag to be scanned concurrently. Using your existing barcode technology helps you take advantage of new RFID technology in this way.

## **3** RFID Supports Real-Time Tracking

You'll spend less time locating materials used in the production process when you use RFID tags because your assets can be tracked in real time.

## **4** Smarter Design Improves Aesthetics

Through finite elements modeling, we're able to optimize your RFID tag design. In this way, you can improve aesthetics by integrating tags into your product design or embedding them in the tire itself.

## **5** No Need For A Line Of Sight

Unlike traditional barcode labels, RFID tags can be read without a line-of-sight requirement. That means your scanners will still pick up all necessary information even if your tag is obscured by other objects or embedded in the tire.

## 6 Assets Are Self Reporting

Your tires are enabled with the ability to communicate their status post-sale through real-time condition monitoring when they're equipped with RFID technology. When tires reach your customers, the RFID tags will also support predictive maintenance.

## 7 Tags Offer Retail Advantages

Companies like Wal-Mart are already using RFID tags for inventory tracking. Retailers appreciate knowing where every product is located, where it's been and its current status. Consumers also benefit, as they gain access to continuous condition reporting on their tires, helping them to drive more safely and economically.

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By adding RFID tags to your tires, you're equipping them with additional value. You have better control over quality and costs, which helps to build your company's reputation as a trusted brand for high-value, safe tires.



**Ready to learn more about equipping your tires with RFID technology? Contact Computype today or call us at 1-800-328-0852 to learn how you can improve labeling at your organization.**

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### About Computype

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