

FOR IMMEDIATE RELEASE

Smart Tire Hybrid Utilizes Established Barcode Systems to Offer Real-Time RFID Data Benefits

St Paul, MN USA, 2/10/2017-- Having long been a collaborative partner to the global tire industry with solutions comprised of bead barcode labels, tread labels, automation systems, and workflow integration services, Computype has most recently dedicated its efforts to developing and perfecting RFID technology. What began as an 'RFID-barcode hybrid' concept has since evolved into a full Smart Tire System that will transform the way the industry collects and utilizes tire-specific data.

"Ironically, an intimate knowledge of how essential a barcode is to the tire tracking system in a manufacturing plant is what propelled our RFID product development forward" says Mike Sanislo, Computype's VP of RFID Systems. "The barcode serves an essential automatic identification function in the process, and in fact, will now add even more value as we're using it as the foundation for integrating RFID." Fully appreciating that current automated processes and workflows rely heavily on scanning barcodes, it wouldn't have been feasible to introduce a new tracking technology and expect the market to adopt a wholesale process change in an existing plant--even if the benefits are noteworthy. There is, however, a constant need for global tire manufacturers to innovate in a competitive market in addition to the regular demands for improvements in process efficiency and reliability. A tire RFID-barcode offers the best of both worlds as it provides technological benefits without the need change entire workflows.

"Understanding the relationship between read distance and material was the most challenging part of this development process" said Sanislo. "Not by coincidence, this is also the most important aspect because a tire is a marvel of engineering." The unique composition of a tire--engineered rubber, steel, fiber, additives--is unlike any other product, and to integrate a technology such as RFID requires innovation and customer-centered product development; a Computype competency built on its legacy of engineered label solutions with proprietary adhesives and materials that survive the world's toughest manufacturing environments. "RFID is no simple equation; there is no one answer to the important question 'what is the read distance?' The answer is dependent on the manufacturing process and the proprietary tire construction, materials and fabrication methods, and requires a commitment to collaborative innovation."

What resulted from months of testing is a system that includes an RFID barcode that can be embedded into a tire itself, a dynamic information system with world-class reliability. "We've discovered a means of providing real-time data and statistical information right on the manufacturing line without jeopardizing or interrupting existing processes." The obvious benefits to customers will include improved processes and better information flow that will enable faster and more accurate decision making. "It is groundbreaking" said Sanislo, and when asked that critical question about read distances and data management reliability, he said "tell us your information requirements and automation system goals and we'll develop the high reliability system to match. RFID greatly expands the universe of design possibilities."

To learn more about how RFID could be integrated into your process, visit Computype in stand 7070 at Tire Technology, or visit www.computype.com/tiretech

###

Media Contact: Kelly Rodencal
Kelly.rodencal@computype.com