

New Race Day™ Tire Label Offered by Symbology, Inc.

Monitoring individual tire use at racetracks across the U.S. is growing in importance. Symbology, Inc. has introduced a new barcode label product to help make this process easier and more efficient.

Minneapolis, MN ([PRWEB](#)) December 08, 2015 -- Tracking of tires is becoming a crucial part of race management at many racetracks around the US. Barcoding tires on each race car helps maintain a fair and competitive racing environment for each driver and track tire allocation for day or weekend racing.

Tire officials at individual auto and kart racetracks can count on Symbology's durable Race Day barcode labels to uniquely identify racing tires allotted to each race on a single race day or on multiple days of racing. Produced on specialized materials that adhere well to tires, managers can track each tire in a car's inventory.

Race Day labels can be applied in minutes for a permanent durable bond to racing tires. 2D DataMatrix barcodes with built-in error correction ensure successful scanning of the code and ultimately - tracking and management of the tires.

“It's been great learning about the auto racing industry and the growing need to identify individual tires.” according to John Gorowsky, Vice President Sales and Marketing. “Our Race Day™ barcode labels have been created specifically to meet racetracks' demand for improving the process of monitoring tires.”

Symbology has worked with developers of a specialized racetrack software program that can seamlessly tie together all the barcoded information. When labels are used in conjunction with the Trackside Tire Manager software, the task of tracking can be easily accomplished with just two people. An up-to-date Windows computer and a wireless scanner are the only additional requirements.

Race Day labels can be purchased in lots of 100. Custom sequences or racetrack-specific data can be encoded for lots of 500 items or more.

For further information, contact Symbology, Inc. [sales\(at\)symbology\(dot\)com](mailto:sales(at)symbology(dot)com); 800.328.2612, <http://www.symbology.com/race-day-labels.aspx>

About Us:

Symbology, Inc., established in 1980, is a specialty manufacturer of sequentially numbered barcode labels, featuring custom and standardized industry-specific label products for library, blood, tire, fresh produce, and medical. In addition, they are a leading provider of digital barcode files and are an ISO 9001:2008 certified company. They also offer a complete line of inspection / verification equipment. In 2012, Symbology purchased its top tire label distributor, Advantage ID and expanded their tire product offering. Symbology is a GS1 US Solution Partner.

Customers around the globe choose Symbology for high quality products, technological expertise, and unsurpassed customer service. Offices are located in Maple Grove, Minnesota. Web address: <http://www.symbology.com>.



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