



WHITLAM GROUP

Whitlam Group
24800 Sherwood Ave,
Center Line, MI 48015
Phone: (586) 757-5100
Fax: (586) 757-1243
whitlam.com

Automotive Labels

WHITE PAPER



We listen, we test, we deliver custom solutions.

Every part of designing a vehicle is important, down to the instruction and warning labels. Whitlam understands how closely Automotive labels are evaluated to ensure compliance with OEM mandated regulations and performance requirements.

We supply applications for Interiors, Exteriors, under the hood/ powertrains, and vehicle safety to OEM's.

Exterior Applications

- Fuel cap instructions
- Tire pressure
- Disc brakes
- Warning and safety
- Tracking and serial numbers
- Service
- Branding and identification
- Anti-theft



Interior Applications

- Wire harness
- Wire marking
- Seating
- Seatbelts
- Airbag warning
- Airbag assembly
- Security and anti-counterfeit
- Warning and safety
- Tracking and serial numbers
- Service
- Branding and identification
- Emission
- Monroney



Under the Hood/ Powertrain Applications

- Wire harness
- Engine block
- Fluid caps and containers
- Battery
- Powertrain
- Warning and safety
- Tracking and serial numbers
- Service
- Branding and identification



- We supply to over 400 International Automotive customers
- We engineer labels for under the hood, interior, exterior, aftermarket, assembly, and service parts
- Essential aspect of Automotive labels is their durability and ability to endure harsh environmental conditions.
- Compliant with OEM mandated regulations and performance requirements
- IATF 16949:2016 and ISO 14001:2015 certified

Additional Applications

- Automotive window/ protective films
- Assembly Assistance
- Die-cut parts
- Fuse Panel
- Aftermarket products

