

Dear Valued Customer,

Today we are excited to reveal a new logo and visual identity for Spinnaker.

The refreshed branding creates visual unity with Mactac while maintaining the legacy Spinnaker blue color, but in a darker shade to match the brand color of our parent company, LINTEC, thereby conveying synergy and linkage to both Mactac and LINTEC.



The logo is built around a circular globe that symbolizes labelstocks embracing a world in constant motion. Like the Mactac logo, it is a dynamic, open sphere that adds movement and energy to convey a daily drive and ambition toward the future of the company and product innovation.

“The new Spinnaker is centered on unique and customized opportunities in specialty labeling — from custom product offerings to a best-in-class, high-touch custom service model,” said Ed LaForge, Mactac and Spinnaker President and CEO.

Together, Spinnaker, Mactac and LINTEC are creating a new age in pressure-sensitive adhesives (PSAs) that is being driven by advanced technologies, expanded capabilities, manufacturing excellence, innovative product solutions, more capacity and diversification, technical expertise, and superior service and support.

We look forward to continuing to serve your needs and work with you through our new branding.

