

Need a great roll-to-sheet, layflat semi gloss for laser or flexo use?

See our Product Spotlight inside

Coating is our Business. Service is our Passion.



Spinnaker Coating Newsletter

Committed to providing every customer the best service in the PS industry

Our Shared Values

In our previous newsletters we began to tell you about our Shared Values by which we live and work at Spinnaker. We continue with the third Value, **Commitment to People**.

Value #1 - Customer Focus
Value #2 - Excellence

Value #3 - Commitment to People

Create a workplace where everyone is encouraged and given an opportunity to grow, develop, and be recognized for his or her contributions and accomplishments.

We are living the value if we ...

- Take time to praise other's accomplishments
- Personally welcome new employees
- Promote personal and professional growth for ourselves and others
- Serve as a mentor to those around us
- Give people positive and constructive feedback
- Interact with peers with a positive, "can-do" attitude
- Are consistent and honest, and always keep promises
- Volunteer for special projects
- Provide people with training and development opportunities
- Give others the benefit of the doubt when it comes to motives and intentions
- Use mistakes as an opportunity to grow
- Expect excellence from others
- Allow/expect/insist that people be fully accountable for solving problems, taking initiative, and developing innovative ideas

What this means to you, our Customer

In this kind of environment, people are more likely to take the initiative to solve problems, to accept accountability for their actions, to feel empowered, and to be innovative in developing improvement ideas which translates into motivated, caring, and loyal people who enjoy their work and put our customers first.

"Opportunity is missed by most people because it is dressed in overalls and looks like work." -- Thomas A. Edison

Commitment to numbers...and customers



Back: Sherry Honeyman, Mary Peppo, Perry Schiller, Denise Otte, Linda Zeller. Front: Deanna Long and Heidi Pearson

Finance isn't considered a glamorous department in most companies, but they play a vital, usually behind-the-scenes, role in daily operations. It is safe to say that while they don't always receive recognition and accolades, we could not function without them.

"We are like a family," is how several employees in the Finance Department of Spinnaker explain their work environment. "We are here for each other and for our customers." They admit that it can get stressful at times - does the phrase "month-end" sound familiar? - but their camaraderie is a stabilizing force.

contact with this group, although it is not typically a focal point of the customer/supplier relationship. If you are not yet a Spinnaker customer but are thinking of becoming one, let us introduce you to some of the people who will make your partnership with us run smoothly.

Sherry Honeyman is the Accounts Receivable - Credit Assistant; she applies customer payments and enters new customers into our system. Sherry also contacts customers to discuss credit terms. Mary Peppo is a part-time Financial Assistant and helps with accounts payable and accounts

(story continued on p.3)

Mission Statement

To be the provider of choice of pressure sensitive roll and sheet products to customers who value a supplier who invests the time to get it right.

Our success will be achieved by:

- Working with our customers to understand their needs and offering tailored solutions that provide a competitive advantage
- Delivering quality products our customers can count on every time
- Supporting our customers with responsive, personalized, and professional service and technical expertise

Spinnaker Coating is committed to being a trusted supplier who offers our customers fast, practical solutions to their changing business needs

RETURN SERVICE REQUESTED

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Tech talk

THE CONVERTER'S GUIDE TO TECHNICAL KNOWLEDGE

Our Technical Consultants are available for PS Training sessions with your staff and your customers.

Could we help you? Call our Technical Consulting Hotline @ 877-210-5104 with *your* questions today.

The following are a few typical questions and answers to material curl.

Question: What is machine direction curl? Answer: Machine direction (MD) curl occurs when a product curls upward or downward down the length of the roll. **What causes MD curl?** A number of factors can contribute to MD curl: 1) An imbalance in tension between the liner and face when the label is being made; 2) Labels sitting in a roll over a period of time, also referred to as roll set curl. Roll set curl will be especially noticeable near the core. Since a small core size makes roll set curl worse, we recommend 6" cores for all layflat products; 3) When material goes over small rollers or intricate web paths during converting.

Question: Can I reduce or eliminate MD curl? Answer: Yes! MD curl can be eliminated on press by "breaking the material" over a decurling bar or with an actual decurling unit. The effect of a decurling bar can be demonstrated by running a label over the edge of a table under medium to high tension; the material will curl towards the side that was in contact with the table edge.

Question: What is cross directional curl? Answer: Cross directional (CD) curl is curl across the web, or side-to-side on the roll. **What causes CD curl?** CD curl is largely caused by moisture, and is often referred to as moisture curl. Overall, paper will grow or shrink at different relative humidity (RH) levels, but over 95% of this growth is in the cross direction. Layflat products are designed to be balanced at a particular RH (usually 40% to 50% RH). If the liner changes at a different rate than the facestock, stress will be induced that will cause CD curl. Film facestocks with paper liners are the worst case example; the film will not react to the different RH, but paper will. We design our film layflat products to be flat at 50% RH; if used below 40% or over 60% RH, a significant amount of curl may be seen. Paper on paper layflat products will react less, but will still curl over wide RH ranges.

Question: Can I reduce or eliminate CD curl? Answer: Somewhat; CD curl is much harder to fix on press. The following remedies have been used, but with limited success: 1) If the material has come to equilibrium at the RH it is to be packaged or used, delaminating and re-laminating the face and liner will eliminate the stress caused by the imbalance between the face and liner; 2) Die cuts can eliminate some curl as the stress is reduced at the die cut between the face and liner. The more die cuts, the less chance of curl; 3) If curl is to the face, applying additional water to the liner can also change the curl to flat or to the liner, but this is very difficult to control. Papers will curl to the last side exposed water.

Question: What is twist curl? Answer: Twist curl can be a combination of both MD and CD curl. It can be caused by some combination of the causes already listed, and can also be caused by twisting the web due to misalignment or uneven side-to-side pressure on the web.

Quick Facts from Technical

What is adhesive ooze? Adhesive ooze is described as adhesive on the outer edge of the label causing tacky or sticky edges.

What is adhesive snap-back? When the waste matrix is stripped away, the adhesive strings out and snaps back onto the face. This can result in back label transfer and/or adhesive transfer and build-up in secondary printing or dispensing equipment. This is often mistaken for ooze, but has a different root cause.

What can cause adhesive ooze? Ooze is usually the result of tightly wound rolls, inappropriate adhesive choice for the storage conditions, high adhesive coat weight, or under-dried adhesive. It can be one or a combination of these factors.

What causes adhesive snap-back? Snap-back is the result of the die not cutting completely through the adhesive.



Marketing ideas and tools you can use www.SurveyMonkey.com

Looking for an easy way to survey your customers and prospects via email? You could try www.surveymonkey.com; we have found it to be an easy and inexpensive tool to use. Their website describes the service as "intelligent survey software for primates of all species." SurveyMonkey has a single purpose: to enable anyone to create professional online surveys quickly and easily. It walks you through the design of your survey, collecting responses, and analyzing your results.



Commitment to numbers...and customers

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receivable. Perry Schiller, Vice President and CFO, directs the overall financial functions and accounting practices of the Company. He oversees accounting, the budget, tax activities, and the Information Systems Department. Perry also provides timely financial and analytical reporting to executive management. Denise Otte, Assistant Controller, has been with the Company almost 30 years and coordinates all facets of the department, such as accounts payable, accounts receivable, cost accounting, property, and general ledger. Deanna Long, Accounts Payable, makes sure all of our bills are paid, processes credit memos, and does some of the month-end closing reports. Linda Zeller is a Financial Analyst; her main function is to reconcile our books and process payroll. Heidi Pearson assists all functions within the department, performing any tasks needed to facilitate improved service, both internally and with our customers.

"This group is so conscientious and detail-focused it makes serving our customers easier," said Mary Weikert, Director of Customer Support Services. "Our Customer Service Department works very closely with Finance and we get to see first-hand how seriously they pursue their work. They are a great fit with the rest of the Spinnaker team because they are truly advocates for our customers when it comes to credit issues, even though they are part of a department that, in most companies, would not be thought of in that way."

Numbers... you either love them or hate them; fortunately, our group is on the love end of that spectrum.

PRODUCT SPOTLIGHT

Semi Gloss Layflat / BP-52 / 3.2 mil

Our new Semi Gloss Layflat sheet is a versatile product engineered to remain stable and flat after flexo and laser printing, providing easy collating and packaging. The gloss finish of this material provides eye-catching shelf impact. It is ideal for businesses that would like to flexo print a large quantity of labels for both economy and ease of color matching, and then customize the label by adding variable data with a laser printer.

This product is archival quality* and appropriate to use for scrapbooking, and is well suited for hand-applied labels. The 55# bright white face combined with our BP-52 laser adhesive, is a cost-effective semi gloss option and is available on our Trimless programs in Troy, Chicago, Los Angeles, and New York.

*Meets permanence requirements of ANSI/NISO Standard (Z39.48-1992) and Photographic Activity Test (ISO 18916)

- boutique food labels
- address labels
- ID labels
- scrapbooking
- archival documents
- point of purchase

For more information, samples, or literature, please contact your Sales Representative or go to www.spinps.com.

In the Words of our Customers

“I would like to extend my sincere thanks for your prompt and effective service. A last minute change was put in place and without your help this job would not have been pulled off. I wanted to be certain that you know your efforts are greatly appreciated and noticed by our staff. It's because of service professionals like you that Spinnaker Coating is a well respected company and a valued supplier to us.”

- Mark, NY

Did you know?

You can now receive a data sheet attached to your quotes for stock products! It has all of the same information as our current data sheets, including caliper, basis weight, etc., within the same attachment or fax. This feature can be turned on permanently, or request it on a case-by-case basis, whichever works better for you. Please let your Sales Rep know if you are interested in this new service for stock products.