

Do you understand all the acronyms like REACH, CPSIA, RoHS, and IMDS?

See our Tech Talk section 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 the Shared Values by which we live and work at Spinnaker. We continue with our fourth Value, **Teamwork**.

- Value #1 - Customer Focus
- Value #2 - Excellence
- Value #3 - Commitment to People

Value #4 - Teamwork

Work together to achieve a common goal by combining our individual strengths, perspectives, talents, and efforts.

We are living the value if we ...

- Respect the talents and contributions of all team members
- Volunteer to help others during heavy work periods
- Provide specific and frequent feedback to help improve performance
- Critique other people's ideas or actions constructively
- Work unselfishly with others
- Help others obtain proper information
- Remove barriers between departments
- Take initiative to improve team performance
- Take personal interest in others
- Make suggestions on how to solve a production problem
- Come to meetings on time and prepared to participate
- Look for ways to improve, rather than to find fault
- Put the needs of the team ahead of your personal interests

What this means to you, our Customer

We all come together to accomplish something no one individual could achieve alone. This teamwork enables us to give you the best service in the industry - enabling you to do the same with your customers quickly and effortlessly.

"It is literally true that you can succeed best and quickest by helping others to succeed." -- *Napolean Hill*



Back row: Stuart Postle (Operations), George Fuehrer (Sales), Duane Pouder and Chuck Schneider (Planning and Materials), Perry Schiller (Finance). Middle row: Cindy Arthur, Vickie Howell, and Mary Weikert (Customer Service), Darin Davis (IS), Brady Glett (Marketing). Front row: Julie Billing (Marketing), Lori Baker (Planning and Materials). Not pictured: Barry Jones and Julie Hill (Sales), Jim Severs (HR).

Improving Service Through Teamwork

Spinnaker's success is built on continuously improving our service levels to our customers. We learned a long time ago that the key to better service is enhancing the level of cooperation and communication among the members of the Spinnaker Team. As part of that effort, Spinnaker periodically creates an ad hoc group that is able to bring a cross-section of experience and perspective on a particular problem or challenge.

One such team is focused on inventory management improvements to reduce stock outs, so we can be more responsive to your needs. We are achieving this through improved processes and communication in many departments, while still operating within the bounds of good financial inventory management. The team is

(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

518 East Water Street Troy, Ohio 45373

SPINNAKER
COATING

spinps.com 937.332.6500 937.332.6518 fax

SPINNAKER
COATING

PRSR STD
US POSTAGE PAID
TROY OH
PERMIT NO. 6



Tech talk

THE CONVERTER'S GUIDE TO TECHNICAL KNOWLEDGE

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

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

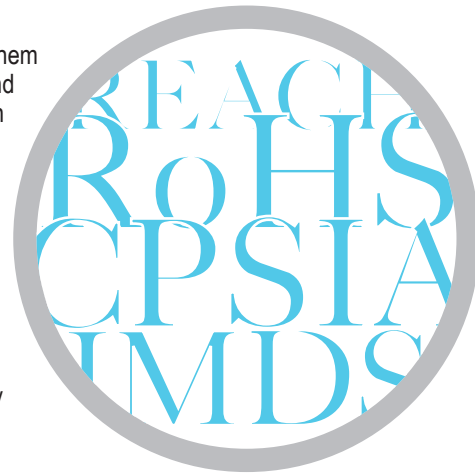
Regulatory Demands Keep On Growing

Do you understand all the acronyms like REACH, CPSIA, RoHS, IMDS? As environmental awareness increases around the world, there has also been an increase in the number of regulations affecting labels, bringing an entirely new jargon to the industry!

Spinnaker Coating, LLC wants to assure you that we are working diligently to keep you updated on these growing requirements. We are prepared to answer or research regulatory questions you encounter, and may already have the answers for many common requirements. When talking to your customer about compliance requirements, please make sure to find out which regulation or specification they need to comply with.

While we strive to keep updated on new requirements, it is difficult to keep up on all of them world-wide. Please bring to our attention any regulatory requirements you encounter and we will share the information we have, or begin researching new legislation. When answering a new regulation request, we ask you to understand that we may need time to gather additional information from our suppliers. We make every effort to answer within one business day, but requests can stretch out further depending on the regulation and the vendors involved.

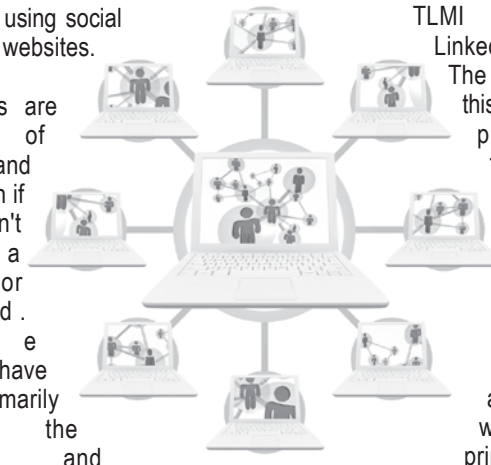
We offer several ways to help you learn about these regulations and how they affect you, including calling your Sales Rep or our Tech Con Hot line at 877-210-5104. You can also use the links on our website, www.spinps.com, and from the Roll page click on Converter's Corner at the top of the page. Go to regulatory info/certifications and click on the name of the regulation, if listed. This will link you directly to the regulatory organization information page.



Marketing ideas and tools you can use *Social Networking...a new BtoB tool*

We are always looking for something to share with you regarding marketing trends or tools that you can use in your business. Over the last several weeks we have been researching marketing possibilities using social networking websites.

Most of us are aware of Facebook and Twitter, even if we haven't yet become a Fan or Tweeter. These networks have been primarily used in the Personal and Business to Consumer arenas, but are gaining popularity in BtoB as well. A recent statistic in *Website* magazine stated that 55% of BtoB customers search for business information on social sites. Do you? Do your customers?



Social networks are rapidly becoming another way of reaching out to customers, giving them a forum to share their questions and experiences with others in the network. Several months ago, TLMI formed a LinkedIn group. The purpose of this group is to provide a forum for TLMI members to post questions, share information, and network with other print industry members. LinkedIn is a professional social network that is gaining prominence in the business world and could be another tool for you to use with your customers. To learn more about LinkedIn go to www.linkedin.com.

Improving Service Through Teamwork

(story continued from p.1)

comprised of a cross-functional selection of employees, including Sales, Customer Service, Marketing, Planning and Materials, Finance, Information Systems, Human Resources, and Operations. The Team has recently reviewed inventory reorder level methodology to ensure that we are doing everything possible to have material on our floor when our customers need it. They are also finding ways to improve communications of forecasting information from Sales through Production Planning, which is where day-to-day inventory decisions are made.

"In order to achieve our improvement goals in this area, Spinnaker must closely coordinate with each of our customers," said George Fuehrer, Executive Vice President. "The Spinnaker Sales Representative must work with them to understand their expected demand for our products. This customer-provided information is then used to project the necessary inventory stocking levels required to meet our customers' expectations. To reduce the risk of stock-outs, we must have a quality dialogue with our partners."

The effort put into the communication process regarding inventory management on our end, means our customers receive better service on their end - and that's what we're all about. The team is mid-way through the project and a lot of improvements are yet to be realized. ■

T.E.A.M. - Together Everyone Achieves More!

To succeed, everyone involved needs to combine their efforts. If everyone does their job well, then it increases what the team can accomplish. Everyone has their own unique role, but each person's individual role must be recognized and appreciated. Each player must be dedicated to the whole team and be willing to act unselfishly. When challenges arise, the team needs to have the resources, accountability, and commitment to deal with them in a constructive and positive manner. A sense of teamwork will play an integral part in this.

Published on www.brainiac.co.uk. Sugarman K. (2004). "Understanding the Importance of Teamwork", Brian Mackenzie's Successful Coaching (ISSN 1745-7513), Issue 13. Karlene Sugarman is a Sport Psychology Consultant in the USA and the author of the book "Winning the Mental Way", a book on team building and mental training.

PRODUCT SPOTLIGHT

4.0 mil TC Matte White Polypropylene

The stiffness and caliper of **4.0 mil TC Matte White Polypropylene** is designed for automated print-and-apply and print-and-present label applications, where removing the label from a thermal transfer printer is easier to do when the label comes out straighter than with lower caliper facestocks. When paired with the appropriate adhesive, the release level allows the label to pop off cleanly so it doesn't follow the liner. The stiffness of this material also makes hand applying larger labels more convenient, decreasing the likelihood of the label folding and sticking to itself. In addition to thermal transfer, it can also be printed by water-based and UV flexo inks, letterpress, and rotary screen. For ease of ordering, this facestock is available Trimless in the following constructions:

- 42741 4.0 mil TC Matte White Polypropylene / SFA™ / 40# (acrylic)
- 42476 4.0 mil TC Matte White Polypropylene / SC-21 / 40# (hot melt)

large hand applied labels • warehousing applications • pallet, box, and packaging film labels

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

In the Words of our Customers

“Spinnaker is blowing the doors off the competition and even with the increases you still seem to be more competitive than in the past. Competitors are constantly asking what Spinnaker is up to and how we are doing. I reply with what a great Trimless program you have and that you are very competitive on most products and have great customer service!”

- Jim, NY

Did you know?

Our website contains links to regulatory websites and contains our BS-5609 certificates in the Converters Corner of the Roll Portal.

SFA is a trademark of Spinnaker Coating, LLC.