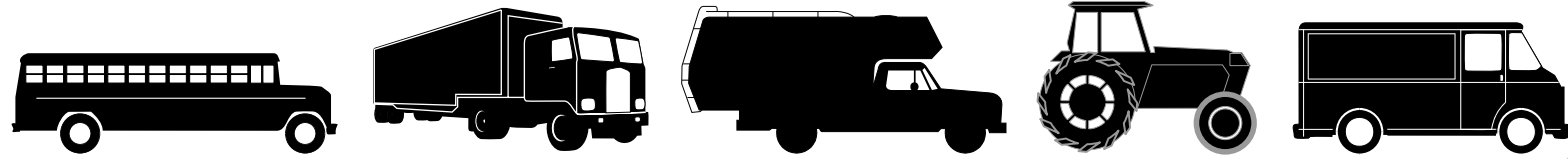




Need a battery label?

See Product Spotlight inside for information on AmpClamp™ Adhesive



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

Our previous six newsletters explained the Shared Values by which we live and work at Spinnaker. We continue with the last of our seven values, **Change**.

- Value #1 - Customer Focus
- Value #2 - Excellence
- Value #3 - Commitment to People
- Value #4 - Teamwork
- Value #5 - Integrity
- Value #6 - Constructive Communication

Value #7 - Change

Anticipate, embrace, and facilitate change as an opportunity to create value.

We are living the value if we ...

- Look for opportunities to change, rather than resist
- Always involve those closest to the work before we make a change
- Recall past successes and look forward to continuous improvements in everything we do
- Discuss with those who may be skeptical the positives of the new situation
- Anticipate changing requirements
- Promote sensible experimentation, risk-taking, and innovation
- Clearly communicate the need and reason for change
- Challenge the status quo in a constructive manner
- Understand that change is constant
- Work with others to embrace new ideas that will benefit the customer
- Are willing to accept some discomfort as change is implemented

What this means to you, our Customer

Our commitment to Change allows us to be flexible and pro-active in all we do, always looking for the best solution for you and your customer without the organizational and policy constraints found in many companies. This enables us to go above and beyond the norm by empowering our people to do what is best for you as our partner in business.

"Resolve to be a master of change rather than a victim of change."
-- Brian Tracy



Booth visitors at Labelexpo review marketing literature and talk with Spinnaker personnel

Labelexpo cruised by

The label converting industry held its biannual trade show - Labelexpo - from September 14-16 in Chicago. Spinnaker was pleased to meet with hundreds of converters at the show and we want to thank each of our customers who made the time to visit us at our booth.

Labelexpo is a special event for Spinnaker and our organization works to assure that all of our visitors enjoy their time with us there. This year the Labelexpo committee chose a Cruise theme, and one of the highlights of the experience was a photo booth

complete with a backdrop and props to simulate the cruise experience. One of our customers wanted to further enrich the cruise experience and requested a cocktail with a little umbrella; we had to send him to another booth for that.

We hope all of our visitors had as much fun as we did. We value your business and look forward to continuing to deliver value with great products and the best service in our industry.

George Fuehrer, Executive Vice President

Winners of the daily drawing for a GPS: Gary Stover, Horticultural Printers; Kevin Davis, Advanced Label; Lou Robach, West Michigan Tag and Label. Grand prize winner of Apple iPad: Tammy Bivins, ID Images.

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

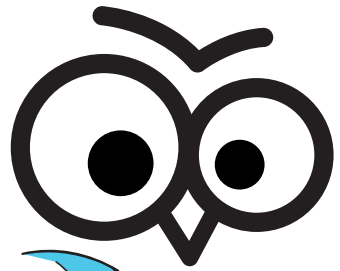
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Tech talk

THE CONVERTER'S GUIDE TO TECHNICAL KNOWLEDGE

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

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

The difference between 2.3 mil TC White Polyprop. and 2.6 mil TC White Label-Lyte®

One question we have been asked in the past is why we carry both 2.3 mil TC White Polypropylene and 2.6 mil TC White Label-Lyte. While they are alike in many ways, there are some key differences to note when you are choosing a product for your application. Both are top coated, biaxially oriented polypropylene films. For 80 to 90% of applications, we would say that either could be used without any real difference in performance, but there are some small differences that may affect some niche applications.

One difference between the sheets is their appearance. The 2.6 mil Label-Lyte has a pearlescent appearance caused by light refraction in the cavitated sheet. The 2.3 mil Polypropylene is a solid core film and has a more traditional glossy white appearance. With this attribute, beauty is in the eye of the beholder; some prefer the look of one or the other for a certain label design.

The 2.6 mil Label-Lyte is typically a better choice for applications with high service temperature requirements, such as battery labels. We offer the 2.6 mil and AmpClamp™ battery adhesive combination. The test protocols for battery label applications are at the very edge of the performance tolerance of any polypropylene, and we have found that the 2.6 mil is just a little more robust at these temperatures than the 2.3 mil. In this application, you see a little less lift and a little less shrink; this is why we only recommend the 2.6 mil with AmpClamp adhesive.

The 2.3 mil is a solid core film that has just a little higher internal bond than the 2.6 mil, making it slightly better for applications where longer open times are required, or in removable applications where the peel value is higher than typical. This does not mean that the 2.6 mil cannot be used for removable applications, but when using a substrate with very high surface energy, or one with a more aggressive removable such as our B-92, we would recommend you test the 2.3 mil before the 2.6 mil product.

Slight curl is often observed when using a rubber based hot melt adhesive with a polypropylene film, due to the interaction between them. The force associated with this curl is very low and does not usually cause issues, but can in certain circumstances. The 2.6 mil TC White Label-Lyte exhibits less curl than the 2.3 mil White Polypropylene in most combinations.

Both products make excellent labels, and work in the vast majority of applications with comparable performance; only in the more unusual niche applications listed above do you see any real difference in performance.

Are you selling through print brokers/dealers?

If so . . . you may realize that in the beginning, "they don't know what they don't know."

Having spent a number of years working in marketing for a large label converter who sold through brokers, I have found that time is well spent in educating brokers regarding what they need to ask when it comes to labels. Unfortunately, it is common to hear "it's just a label, all it has to do is stick," from some of these customers when they are new at selling labels. Many years ago, I remember thinking this way myself, and you may remember thinking this way also. Now, more than ever, labels are used in a wide array of applications from point-of-purchase graphics, to product identification on consumer goods. The list of end-use applications is broad, and as experts in converting pressure sensitive labels, brokers rely upon you to guide them to the correct construction for the final application. We know that you also rely upon us to advise you on certain aspects of pressure sensitive material selection, which is why we ask you so many

questions up-front.

It is critical that the broker ask the right questions of their customer regarding the end-use application, so that they can give you the information we need to determine the best solution. Some of the most critical questions are:

- What is the application temperature?
- What is the service temperature range?
- What kind of dispensing is involved (is it hand applied, auto applied, etc.)
- What is the substrate the label is applied to?
- What print type / processes are used?
- Will the label be used for indoor or outdoor - what is its environment (temperatures, moisture, UV/sunlight, abrasion, etc)?
- What is the label's normal life/how long does it need to last?

The more information they get for you, the more likely we will be to give you the absolute best material recommendation for the application. Sending us samples of the actual substrate that the label is going to be applied to is an excellent way to provide us with

further information, since we can test the substrate in our lab before making a recommendation.

At Spinnaker, we often go one step further by sending you a sample roll for end-use testing purposes, to ensure we will be providing the best construction for the application being considered. We always attempt to follow up with you whenever sample rolls have been provided, to find out what the test results were. It is important to us to know how the product performed in end-use testing, as a final confirmation that the best PS material has been selected.

Questions are a good thing... so, ask them. You will be glad you did, and you will be adding tremendous value for the broker and the end-user. Many companies can provide labels or label materials, but not every company provides sufficient advice; which is a valuable way to differentiate your firm from others.

So, when we call to inquire how the testing of the sample roll went.... please give us as much information as you can, and equip your brokers

with the questions they need to ask. If for some reason a sample failed, or your customer chose another construction, we will want to understand why. This helps us to further refine our process and recommendations. Thank you for understanding when we call asking detailed questions about the sample roll we sent. The answers will help us all in the end.

And ... by the way ... if you aren't selling through brokers now, you may want to consider it. Print brokers don't cost you anything up-front other than the time spent developing a relationship with them, and since they have a list of clients you may not otherwise encounter, they can be a smart way to expand your volume.

Nancy Klaar, Manager Sales Administration

We have enclosed a card with a quick reminder of the important technical questions so that you can keep it close at hand. These are helpful questions for pressure sensitive converters to ask all their customers when discussing label opportunities.

PRODUCT SPOTLIGHT

AMPCLAMP™ BATTERY ADHESIVE

A PERMANENT ADHESIVE THAT ADHERES AGGRESSIVELY TO TEXTURED POLYPROPYLENE, TYPICAL OF BATTERY CASINGS.

The life of a battery is no walk in the park. They contend with heat, chemicals, and moisture; it can definitely be a hostile environment. Because the labels that go on batteries not only have branding information, but also important hazard and safety details, it is imperative the label be able to survive in the difficult environment as well. AmpClamp battery adhesive has high initial tack and ultimate adhesion to the textured polypropylene surface of typical batteries, so it is sure to stay aggressively "clamped" on. This adhesive is paired with a facstock that has the heat and chemical resistance necessary for this type of application. Testing has shown that AmpClamp passes the adhesion and acid resistance requirements of a number of large OEMs, such as the GM6121M Type II Labels* specification (the section for battery labels).

For several reasons, including the fact that people are buying more used vehicles and keeping their current vehicles longer, the battery segment is a growing market. AmpClamp is a cost effective battery adhesive option, and because it is available Trimless, ordering the width you need in a small quantity is easy.

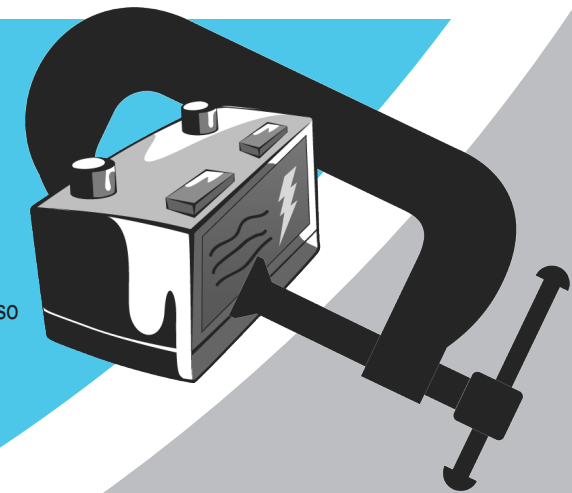
2.6 mil TC White Label-Lyte / AmpClamp / 50#SCK item#42882

cars and trucks • agriculture vehicles • lawn and garden • industrial vehicles • motorcycles • RVs

Applying an overlaminant and using the appropriate types of inks, will increase the likelihood of the label's success in a battery environment.
*Section 4.1 (peel strength), Section 4.2 (humidity test), Section 4.4 (oven aging), Section 4.5 (thermal cycle), and Section 5.3.2 (battery acid application)

For samples, pricing, or literature, please contact your Sales Representative, or go to spinps.com.

AmpClamp is a trademark of Spinnaker Coating, LLC.
Label-Lyte is a registered trademark of Exxon Mobil Corporation.



In the Words of our Customers

“Spinnaker is one of our top suppliers and the service is exceptional because of the two of you [Sales and Customer Support]. I look forward to similar professional relationships in the future.” - Teresa, KS

Supplier Performance Report
“Spinnaker achieved a 100% performance rating for on time delivery and a 100% performance rating for quality acceptance.”
- Tami, MN

Did you know?

Our minimum requirement for a custom order where we have the components in stock is only 3 mmsi.