# Looking for a product that is laser printable? We've got a great variety of options available Trimless.

See Product Spotlight inside for information.

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518 East Water Street Troy, Ohio 45373



# Spinnaker Coating Newsletter

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

# Spinnaker initiates email marketing campaign

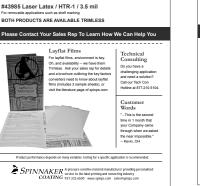
While we love talking to you directly, we also try to help you in less direct ways, including providing you with pertinent information in our newsletter, literature, and on our website. Recently we started a new program where we email product tips and application ideas, as well as updated Trimless listings as they become available.

The first two product emails (pictured at right), highlighted our laser latex products and tips for handwriting on labels. As you can see, they're short and to the point, because we know you are busy. We've had great feedback from many of you, and hope that these ideas help you grow your business.

If you haven't received these emails and would like to be added to our mailing list, please contact your Sales Rep.



Best products to test: #1495 Laser Latex / ATP / 3.5 mil







# **Employee shaves** head for good cause

Chris Hund, a sales rep on the merchant side of our business, shaved his head on Saturday, March 16 during a fundraising event at the Whistlestop Restaurant in Westlake, Ohio to benefit the St. Baldrick's Foundation. The organization is a volunteer-driven charity that funds more childhood cancer research than any other private organization. "Many of us have been touched by this terrible disease in one form or another," said Chris. "However, it is extremely horrifying when it touches kids.' Generous contributors helped Chris and his team raise \$1,000. If you would like more information on this charity, go to www.stbaldricks.org.

# 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.

Paper vs. Film Dies

Die cutting labels is a "last but not least" step in the on-press converting process. One thing you can do to help this step go smoothly is to make sure you are using a die that is specifically tooled for not only the right liner but the right facestock, be it paper

### Do I really need to use different dies for paper and film label converting?

In most cases, yes, unless you want to risk converting and dispensing issues! Historically paper and film dies have been designed differently. Paper dies are blunter, and they burst through the paper fibers more than they cut through them. Films do not have fibers, and require a sharp bevel edge for a clean cut.

Paper Die: wider angle and more blunt point

Film Die: narrower angle and sharp point

## So I can't use the same die for both?

You cannot use a paper die for film; it will not cut as cleanly or evenly. This will result in adhesive buildup on the dies. That adhesive residue will transfer to the face in roll form, causing the face to stick to the back of the liner. This can cause print defects and sometimes label lift. In the case of using a paper die for film, we often see deep die cuts, which will cause matrix breaks at stripping, or the potential for dispensing problems at the end user. But you can use a film die for paper, although you may have to replace your dies more often. Paper is more abrasive and will wear the sharp bevel down more quickly, shortening die life.

There are trends toward building all dies more like film dies so that they can be used for both. In the future, newly purchased paper dies may be tooled similarly to film dies. However, this would not apply to retooled paper dies; a paper die cannot be re-tooled into a film die. You should check with your manufacturer about your particular die needs.

Good questions encourage you to search for and find great answers

Are you looking for a way to be 4. When was the last time you 8. Have you set challenged and motivated in your business? Take a few minutes to answer the following questions. competitors? What did you It's eve-opening.

- 1. Why should someone do business with you today rather than someone else? Why should someone do business with you tomorrow rather than someone
- 2. How ready are you to take advantage of today's (and tomorrow's) technology?
- 3. What are your top five excuses for not changing? What can you do to eliminate these five excuses?

- asked your customers why they do business with you? With your discover?
- 5. When was the last time you asked your former customers why they stopped doing business with vou? What was their response?
- 6. What can you do to go beyond just satisfying, to truly delighting your customers? Are you doing it today?
- 7. How effective is your customer communication? When was the last time vou checked if vour customer service was in sync with your customers' expectations? What did you find out?

- clear customer service standards within vour own department? What are they? Who knows about these standards?
- 9. What motivators do you provide your staff in your own department?
- 10. In determining the success of strategy, what percentage of your time is devoted to looking outside vour organization to external issues, such as marketplace concerns and technological development?

From "QuickBites" by Sam Geist 800-567-1861; www.samgeist.com

# **PRODUCT SPOTLIGHT: Laser Products**

Even as basic as laser printing seems, having a variety of products to suit your customers' needs is crucial. Of course, it is important for the facestock to print crisply on flexo and laser equipment, but it is also important to have the right adhesive to match the job beyond the scope of the widely used general purpose permanent. We offer more than a half dozen different facestocks with various adhesive options -- and all are on our Trimless program! So, whether you are looking for film or paper; coated or uncoated; matte or gloss; general purpose, cold temperature, or removable adhesives, we have a product for you.

DiversiPrint® uncoated laser product is available with 4LZ™ for general purpose, ATP™ for all temp applications, and two removable options. DiversiPrint® Cover, with over 95% opacity, is also available. Ultra Matte™ is a matte top coated product that prints beautifully via flexo and laser, and is appropriate for handwriting by the end user.

Semi Gloss Layflat is popular for both black-and-white and color jobs using desktop and commercial printers. It is available with permanent and removable adhesive options. Xtraglos™ is a high gloss top coated facestock with 90% gloss and an outstanding blue-white shade many users prefer.

Laser Latex is a latex impregnated paper with more water resistance than standard papers, but costs less than polyester or vinyl film options. Laser Polyester options include Gloss Clear, Matte White, and Matte Clear products.

Of course, applications and printer setting vary so end use testing is always recommended. It is important for the end user to check their printer settings and make sure they are happy with the combination of flexo and laser print for their job.

> As always, contact your Sales Representative or our Technical Consulting Team (877-210-5104) for help when choosing the right product to fit your needs.

> > For samples or pricing, please contact your Sales Representative.

# In the Words of our Customers

Paula (Sales) and Cindy (Customer Support) are awesome! Both are very responsive and won't rest until issues are resolved. I feel as much a part of the [Spinnaker] family as you do. 99 - Daryl, NH

