

RETURN SERVICE REQUESTED

Spinnaker Coating Newsletter

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

Magicians perform to honor veterans

Making someone smile is one of the best gifts you can give. And when that joy also serves a greater cause, it's even better.

American Magicians. "The thing I love most about performing magic tricks is the reactions of the people; the child-like wonder."

pared down their inventory of magic-related paraphernalia when they got married (including many pigeons and doves), they do still

country. We know that many of our customers have served in the military, or have family members who have served or are serving, and we extend our genuine appreciation for their service.

For the last five years, a group of magicians have gathered at Wright-Patterson Air Force Base in Fairborn, Ohio (about 20 miles south of Spinnaker's manufacturing facility) to host a magic show for active military personnel and their families, and the families of deployed soldiers. Over 200 people attended the event on September 26. The show is the kick-off activity of the Jokers Gone Wild convention, an invitation-only gathering of magicians from across the country, including Florida, Maryland, and New York. One of the magicians was Spinnaker Sales Rep, Craig Morgan!



Craig Morgan, Spinnaker Sales Rep, performing a card trick.

"It's great to be able to give back," Craig said. "A lot of the guys in our group are veterans themselves, so being able to perform for these families is a real honor."

Craig has been practicing magic for over 20 years, and is a lifetime member of The Society of

Craig isn't the only one at his house with this talent. His wife Stephanie is also an accomplished magician. She has won several awards, and even performed on the Statler Brothers Show twice as a teenager. While the couple

have two rabbits—both retired from the business.

As we recognize this Veterans Day, everyone at Spinnaker would like to say Thank you to all of the people who have served our



Mission Statement

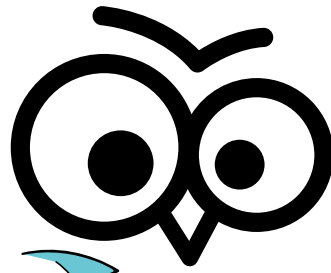
To be the provider of choice of pressure sensitive roll and sheet products to customers who value a supplier who invests the time to get it right.

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

We're not all business!
Look inside to find
an amazing recipe
for this Thanksgiving.



Tech talk

THE CONVERTER'S GUIDE TO TECHNICAL KNOWLEDGE

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

General Tech Q & A

Q: When winding my finished rolls, it's best to run a tight wind to avoid telescoping, right?

A: Not necessarily. Finished rolls should be tight, but loose enough to allow the outer one inch of wraps to show some amount of lift (example below). Wrapping too tightly will cause adhesive ooze and could lead to pre-dispensing. Best results come from equipment that has taper tension systems.



Q: Why shouldn't I use 40# liner for a fan-folding job?

A: In general, 40# liners do not provide the

rigidity required for fan-folding on automated fan-folding equipment. Without the rigidity of a 50# liner, the fold can occur in locations other than the perforation or score, causing folding issues.

Q: Why would there be imaging difficulties even when using the recommended thermal transfer ribbon?

A: It might be your print settings, which include pressure and temperature. Use of improper settings can cause voids, streaks, and ribbon adhesion problems. Your operating manual for the printer should guide you to the proper settings and how to configure them.

Q: Why do I get build-up on my direct thermal print heads when imaging flood coated material?

A: Even when ink manufacturers specify that their inks will work on thermal

materials, we often see these build-up issues. It is critical to ensure that the flood coat ink can withstand the temperatures of your specific direct thermal printer model, and adhere to the direct thermal top coating. Direct thermal temperatures can have a wide range, so even when a combination is recommended, it is important to test with your model!

Q: You always talk about minimum application temperature. Do adhesives also have a maximum application temperature?

A: Yes. Generally the top of the adhesive's service range should work. But, like most attributes, the adhesion doesn't fall off a cliff at one particular temperature. The closer you get to the maximum service temperature, the more problems you might have if there are other factors such as moisture, texture, or an odd label shape.

Talkin' Turkey

Has your customer ever told you that while trying to label a turkey or other poultry item in their meat packing environment, they've had the label go "fowl"? Turkey and poultry, as well as other meat products, are often packaged in cold environments where grease and condensation can make a typical adhesive lift or even fall off. It helps if the application surface is free of as much moisture and other contaminants as possible.

In general, film facestocks are more robust in these applications. Paper facestocks can be used but may be too stiff and may not stand up to the moisture and condensation that will be present over time (overlamination may help). If the plastic or cryovac packaging is moist from condensation or washing, try using a cold temp adhesive that can overcome moisture, like BC-20 or SC-21. For comparison, BC-20 will handle more moisture than SC-21, but you'll find SC-21 easier to convert at high speeds.

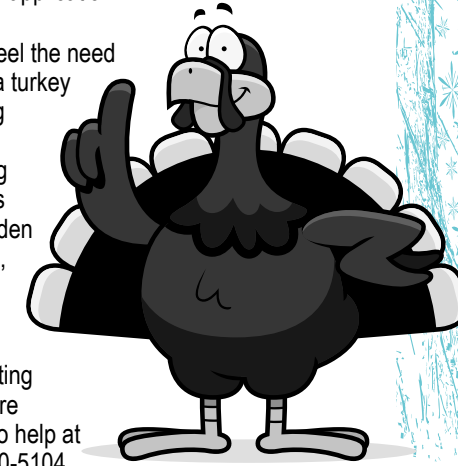
In frozen applications, if BC-20 isn't aggressive enough, you may need to move to a freezer adhesive such as Frostbite. Frostbite will stick through specific amounts of moisture and even light frost.

Acrylics are not generally great options in

this environment, unless you're sure that it will be a dry, clean application, in which case B-122F is worth a try.

What about other related packaging? If there is a net wrapper around the packaging, try BC-20, but you may need to move to SureLock adhesive, which is specifically designed for textured surfaces. For outside boxes, variable labels applied at room temperature, or those attached to a hang tag, BP-164 is a good option (and these can more often be paper facestocks). As always, in any situation, you should test for your specific application.

If you feel the need to call a turkey labeling hotline heading into this food-laden season, our Technical Consulting Reps are ready to help at 877-210-5104.



FREAKING OUT ABOUT COLD FOOD PACKAGING? WE'VE GOT SOLUTIONS TO HELP YOU CHILL OUT.

Spinnaker offers a variety of adhesives designed for cold temp applications, including blast freezing environments.

Call your sales rep today to discuss your next challenge.

HOLIDAY RECIPE: Pumpkin Roll

Cake: 3/4 cup flour, 1 teaspoon soda, 1/2 teaspoon cinnamon, 3 eggs, 1 cup sugar, 2/3 cup canned pumpkin (plain, no spice added), 1 cup walnuts (optional)

Filling: 1 package cream cheese (softened), 2 tablespoons butter (softened), 1 cup powdered sugar, 3/4 teaspoon vanilla

Other: extra powdered sugar, dish towel that isn't fuzzy, a sifter (even a small wire colander will work), wax or parchment paper

Preheat oven to 375° F. Line a 15x10x1" baking sheet with wax paper or parchment paper cut to fit the bottom of the pan. Grease and flour the paper.

Cake: Combine flour, soda, and cinnamon in small bowl. In separate bowl, beat eggs for 1-2 minutes. Beat in sugar gradually until well mixed. Add pumpkin and mix. Add dry ingredients while mixing. Pour into the paper-lined pan and spread evenly. Sprinkle with nuts if desired. Bake at 375° F for 13-15 minutes. Cool 10 minutes. Turn the entire cake over onto a dish towel sifted liberally with powdered sugar. Peel off the paper. Roll the towel up from the short end so that the cake and towel are spiraled together, sifting more powdered sugar as you go to keep the towel from sticking (this allows the cake to cool in the shape it will ultimately be in as a roll, with the towel taking up the space where the filling will be). Cool on wire rack in rolled form.

Filling: Beat together the cream cheese, butter, powdered sugar, and vanilla.

Finishing: Unroll the towel carefully and spread the filling evenly across the entire cake, stopping about 3/4" from each edge. Roll the cake back up again in the same direction as it was with the towel, but now with filling. Wrap the roll in wax paper to prevent sticking, and then plastic wrap to hold it all together while it sets up. Stored refrigerated, preferably overnight. To serve, sift just a thin dusting of powdered sugar across the log. Enjoy!



SLICE IN 1" PIECES AND PUT ON PLATE WITH A DUSTING OF POWDERED SUGAR

In the Words of our Customers

"THANK YOU FOR THE EXCELLENT SERVICE. You have gone above and beyond on this order for us and have earned additional business. I really appreciate your attentiveness to this order. We will work together on many more things going forward.." - Barry, IL