

Spinnaker is launching Indigo-ready products at Labelexpo!

See Product Spotlight inside for information on iGO™

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 five newsletters explained the Shared Values by which we live and work at Spinnaker. We continue with the sixth of our seven values, **Constructive Communication**.

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

Value #6 - Constructive Communication

Communicate openly, candidly, and respectfully; insist on the same from others.

We are living the value if we ...

- Tell others what they need to hear, even if it may not be popular
- Take time to listen to what is being said
- Share information widely, but get to the point quickly
- Accept new ideas based on their merit, regardless of the source
- Deliver bad news as necessary, and be willing to hear bad news
- Provide accurate and honest information
- Initiate conversation - think proactively to get real and accurate information
- Are approachable
- Acknowledge others when they are living the Values
- Use appropriate communication skills
- Use empathy and judgment
- Act professionally even when others do not
- Both accept and offer constructive criticism without jeopardizing the other person's dignity

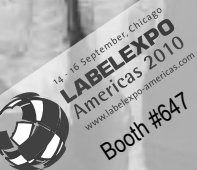
What this means to you, our Customer

It is impossible to correct problems if you don't know or acknowledge they exist. Service excellence is, in large part, a process of proactively identifying problems and then resolving them. By communicating in an open and candid manner, the organization is able to identify and address issues quickly and effectively, thereby minimizing repeated mistakes.

"The way we communicate with others and with ourselves ultimately determines the quality of our lives." -- Anthony Robbins



Back row: Julie Billing (Marketing), Tausha Bacorn (Sales), Darin Davis (IS), Toni Bricker (Executive Administrative Assistant), Mary Weikert (Customer Support). Front row: Shauna Jackson (Marketing), Nancy Klaar (Sales).



Cruise with Us

"Can it really be two years since we were at Labelexpo?" That is what the Spinnaker Labelexpo committee says every time we are in the midst of planning our booth. You've probably said the same thing before, whether you are an exhibitor, an attendee, or just reading the advertisements in the industry publications leading up to the event. The show, sprawling throughout the Donald E. Stephens Convention Center in Chicago, is one of the best ways to see up

close and personal, what is happening in the label printing and converting industry.

Spinnaker's seven member Labelexpo Committee (pictured above) starts the planning process a year in advance. Our goals for the show are to present our latest pressure sensitive components, and represent our service focus - and to have a fun time while doing it. Visit our booth (#647), and you (story continued on page 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

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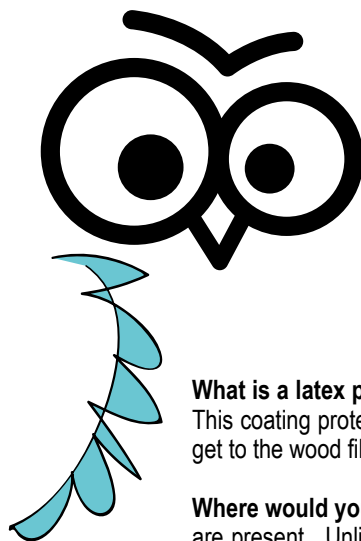
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Tech talk

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.

FAQs on Latex

What is a latex paper? In Spinnaker Coating's latex facestocks, the paper fibers have been saturated or impregnated with a latex coating. This coating protects the paper from moisture, much like a latex paint would protect a wooden window sill; it does not allow the moisture to get to the wood fibers, or in this case, paper fibers.

Where would you use a latex sheet? Why not just use a film product? Latex papers should be tested where high heat and/or moisture are present. Unlike a polypropylene, the latex paper will not shrink at a higher temperature, which is helpful for applications using a laser printer. Both laser vinyl and laser polyester films tend to be more expensive than latex papers, and in short-term durability applications, the latex sheet works well in resisting moisture and/or heat. Our Laser Latex is also more flexible than the polyester film, so in some applications, such as on a curved surface, the Laser Latex may be a better option. Another general application would be for short-term bumper stickers.

Can I use a latex paper in a pharmaceutical application when it must be latex free? Yes. Normally, when someone is asking that a product be latex free, they are referring to the requirements of 21 CFR Part 801 for natural rubber content. This regulation was adopted due to the fact that many people have allergic reactions to natural rubber latex. This regulation requires all medical devices and packaging to contain no natural rubber latex. Spinnaker's latex papers are made with synthetic latex, and do not contain natural rubber latex, allowing compliance with this regulation.

So, which product should I use for my application? In general, you would use our 60# Duraform Latex for prime label applications where you still want the feel and look of a paper with added moisture resistance. While not quite as glossy as a standard Semi Gloss, it would work in most prime label applications. For thermal transfer, dot matrix print, or ball point pen applications, we would recommend you test our matte coated 62# Smudge Latex, which is offered Trimless from Troy. For laser applications, try our Laser Latex product for your end-user's variable print needs.

The results are in

We want to thank those of you who responded to our annual NPS Customer Survey several months ago. The results are in, and Spinnaker ranks dramatically ahead of the average U.S. Company in building customer loyalty. Your thoughtful feedback allows us to continually improve on the service and products we provide, and the score you gave us continues to put us in the ranks of service leaders like FedEx and American Express.

A few of the comments we received from the survey are below. Thanks again for taking the time to give us your feedback.

"Excellent customer service and products."

"Not only does Spinnaker provide a diversity of products, your customer service and sales staff are excellent!"

"Your customer service is very good. You actually do what you say you are going to do. If not, you contact us to let us know."

"Excellent service, availability, pricing - great product."

"Great product, friendly service, on time delivery."

"Great customer service, probably **the best in the industry**. This extends to both the customer support group and the sales & technical group. Everyone is extremely helpful and incredibly responsive."

"Great customer service! Technical service especially, good sales and inside service reps."

"Great service, really good products, expanding product line. You listen to your customers."

NPS stands for Net Promoter Score, which is a unique method of measuring customer loyalty. To learn more about this method, visit www.satmetrix.com.

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Cruise with Us (story continued from p.1)

will learn more about SureLock™ adhesive for textured surfaces; AmpClamp™ adhesive for batteries; and our new Indigo-ready products, iGO™. You will also be immersed in our "Experience the Difference" cruise theme, and have an opportunity to have a souvenir photo taken in front of a cruise deck, enjoy some cruise-inspired food for lunch, and enter a drawing for a chance to win a GPS navigation system or an Apple iPad.

"Labelexpo is a great time for our customers to meet their Sales Reps and Technical Consultants in a fun and productive setting. Fortunately for Spinnaker, we always have one of the most creative booths thanks to the consistently outstanding work of our Labelexpo planning committee," commented Brady Glett, Vice President Roll Products.

"A lot of work goes into organizing this type of event, but at the end of it all when we look back on how many current customers and new friends we get to see at the show,

we sigh and say it was all worth it!", said Shauna Jackson, Labelexpo Committee Chair.

Please stop by and personally meet your Spinnaker Team - there will be plenty of chairs if you just want to sit and rest for a few minutes!

P.S. Come meet our captain, Chairman & CEO Lou Guzzetti.



PRODUCT SPOTLIGHT

iGO™ Indigo-ready products are going to Labelexpo

iGO™ products for use in HP Indigo roll presses make the possibilities of digital come alive. Having the ability to produce lively, bright graphics with the versatility of making each label unique, creates a "wow" opportunity. These products provide a label stock useful for short-run, on-demand digital printing -- a growing trend in this era of personalization of everything from eye-catching promotional labels to wine and beverage labels. iGO will be stocked and available Trimless in the following constructions:

- iGO Semi Gloss / BC-20 / 40#*
- iGO Semi Gloss / ATP / 40#
- iGO White Polyprop / BC-20 / 40#*
- iGO White Polyprop / SFA / 40#

For samples, pricing, or RIT certification information, please call your Sales Rep. For recommendations call Technical Consulting at 877-210-5104. Visit us at Labelexpo, booth #647, to see more on this product.

*This construction is certified for use in HP Indigo roll presses, 4000 and 6000 series.

ATP, BC-20, iGO, and SFA are trademarks of Spinnaker Coating, LLC. Indigo is a registered trademark of Hewlett-Packard Development Company, L.P.

In the Words of our Customers

“Thank you for the call [to discuss allocation issues]. I really appreciate how proactive you are, you always let us know up front what is going on, good or bad. There aren't many suppliers that do that.” - Teresa, KS

“I always call you first because I can reach you to get help and answers. It always takes at least a day or two to hear back from other suppliers.” - Steve, GA

Did you know?

Your Sales Representative would like the opportunity to meet with you during Labelexpo. If you would like to set up a meeting, please contact your Sales Representative to schedule a time, or just stop by the booth.