

Spinnaker has an extensive line of EFI™ Jetrion® approved facestocks.

Can we help you?

We have a new brochure focusing on our EFI Jetrion approved materials; it includes printed samples using six facestocks and one liner. If you're interested in this digital print technology, please request a brochure from your Sales Representative or go to our literature page on spinps.com.



Spinnaker Coating Newsletter

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

Labelexpo 2012 Highlights an Evolving Label Industry

Labelexpo 2012 in Chicago represented a tremendous opportunity for Spinnaker's Sales, Technical, and Executive staff to connect with the many customers who rely upon us for exceptional service. Despite a somewhat tepid economy, the traffic at Labelexpo, and Spinnaker's booth in particular, was noticeably higher than two years ago.

Our theme this year was Spinnaker University. We highlighted our commitment to educating and supporting our customers at each step of label production, ultimately helping them obtain more business by being faster and more effective, from product selection and quoting all the way through to order fulfillment to the end user. Our customers enjoyed discussing their opportunities with our Sales Reps and Technical Consulting staff, and of course we loved seeing the many customers who stopped by to express their appreciation for our unique style of

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Spinnaker opens Slitting Distribution Center in Los Angeles Area

We are happy to announce the opening of our newest slitting distribution center just outside of Los Angeles, California. We have been slitting and shipping material from California for many years using a contract slitter, but have now opened our own facility in order to improve the level of service we can provide to our customers. One of the first advantages you will notice is the recently extended hours for Sales and Customer Support—a change that will benefit all customers. We plan to continue expanding our service offering by stocking more products to help round out our product portfolio on the West Coast and by expanding the geographic area that will benefit from next-day deliveries. This new facility is equipped with two slitters, along with other finishing equipment, to help serve the needs of our West Coast customers.



We recently completed the full transition of volume from our contract slitter to our new facility. Throughout our early production period, we have been able to maintain our high level of service, and are excited to keep moving forward. Our team will continue working hard over the next few months to implement all the additional benefits that we plan to offer.



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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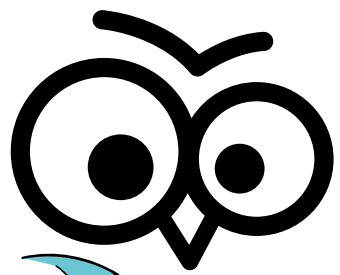
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Tech talk

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.

Key Factors To Working With Layflat Films

When working with Layflat Films, environment is key.

How does humidity affect the performance?

When you have constructions that are built using a film facestock and a paper liner, as Spinnaker products are, humidity can play a huge role in the layflat performance. This is because the paper liner can fluctuate (grow or shrink) depending on the humidity, but the film facestock doesn't, therefore too low or too high humidity can cause curl issues. Having a controlled environment near 50% relative humidity is essential. We also recommend packing converted rolls in airtight bags before boxing to protect them from moisture fluctuations, and we advise end-users to remove them as needed and leave the balance stored in bags.

Can putting a varnish on the label affect the layflat properties?

Yes, the choice of varnish is critical to layflat applications. Some varnishes can cause curl as they cure or dry. Some can also cause issues with feeding and stacking if the coefficient of friction is not compatible with the liner.

How is a thicker paper liner beneficial in a film layflat construction?

Sheeting films can be tricky. Having two smooth surfaces stacked on top of each other can sometimes cause them to stick together due to static. Using paper liners, which have a rougher surface than the film, allows air to get in between the sheets, which when combined with the liner's increased bulk and stiffness, helps in

stacking and packaging of sheeted materials.

What other factors should I be mindful of when dealing with layflat film constructions?

The first would be static. For best results, when converting layflat films, it is best to use a static control setup on press. This helps to minimize issues with joggling, stacking, and packaging. Another factor would be the release level of the product. Since most layflat constructions are used for hand-applied roll-to-sheet applications, they tend to have a slightly higher release. The liner is typically thicker and more stiff than the film facestock. So, having a higher release helps with holding the facestock to the liner and keeping the label flat.

Labelexpo 2012 Highlights an Evolving Label Industry CONT.

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business support! A sincere "thank you" to the many customers who took the time to visit our booth.

In keeping with our theme, one area of product emphasis for the Expo was making our customers aware that Spinnaker has an exceptionally broad portfolio of products for digital roll label presses. We have over 80 Trimless products for the EFI

only the amount of product they need, with next-day shipment and predictable, cost-effective freight charges even on small orders.

In addition to visually reminding our customers of the high degree of customized service we provide, Spinnaker also used the show to highlight our new line of Layflat Films for roll-to-sheet applications.

Our University staff had many learning experiences at the show,

as there were many interesting technical developments on display. One of the most surprising developments was the technical leaps made by flexo press manufacturers, who are combining the best of both worlds in terms of traditional press economics and print quality, with extraordinarily quick changeover capabilities and minimal waste. Another area of rapid development is in the area of laser die cutting, with speeds approaching 300 feet per minute—

a huge increase in speed since the 2010 Expo. This is enabling more flexibility in converting, using both digital and traditional print methods.

Once again, special thanks to those of you who stopped by our booth. Overall, Labelexpo 2012 was a great success for Spinnaker and we hope your time at the show was worthwhile as well!

Jetrion range of presses (possibly the broadest Trimless range in the industry for Jetrion), with additional products offered Trimless for the HP Indigo presses. The Trimless format is considered to be a very convenient and cost-saving format by the label converter community, allowing customers to buy



L-R: Pete Weber, Heather Bell, Jake Zimmer, Perry Nill, Julie Hill, Diana Elie, Mark Mudron, Leigh Spencer, Craig Morgan, Paula Williams, Eric Roetter, Barry Jones, Karen Brumbaugh, Brian Copeland



PRODUCT SPOTLIGHT: Layflat Films

Does your customer ever need a sheeted label and a paper product just won't do? Spinnaker's new layflat films provide endless opportunities with small minimums and the Spinnaker service you've come to love. Our products use paper liners, which can be beneficial in the sheeting process. These products can be used for a variety of applications:

calendar reminders • tags • decorative and marking stickers • scrapbooking

Our layflat films are designed for most hand-applied roll-to-sheet film applications where the converter and end-user's converting and storage environments are temperature and humidity controlled*.

The following items are stocked and available from our Trimless program in as little as 3" x 5,000'.

- 2.0 mil TC Clear Polypropylene / SFA / 72# LF
- 2.3 mil TC White Polypropylene / SFA / 72# LF
- PrimeScan® / SFA / 72# LF

As always, feel free to ask your Sales Representative or our Technical Consulting Department (877-210-5104) for help when choosing the right product to fit your needs.

* For film products, Spinnaker guarantees layflat at 50% RH and 23°C, as per TAPPI Standard T402. The specification for our layflat film products allows up to 1/2" cross direction curl to the face and 3/4" cross direction curl to the liner. Use of a breaker bar on press can also aid with machine direction layflat.

These products are not suitable for laser printing.

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



In the Words of our Customers

"We are very interested in and pleased that you have many of the niche and specialty items available from California trimless because our other vendors are only offering those types of items as masters. You are filling a gap that was sorely needed."

- Mark, CA