

# Spinnaker Coating Newsletter

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

## Labelexpo focused on new products and digital

Labelexpo 2016 was a successful show for Spinnaker Coating. Thank you to everyone who was able to stop by our booth -- we loved seeing you! Hopefully you were able to take away some new information on technologies or substrates that will make 2017 even more successful for you. If you weren't able to make it to Chicago, ask us what we learned at the show that may be of help to you.

In our booth, visitors were able to see and participate in a variety of hands-on demonstrations highlighting our new products. The demonstrations included ScanTherm™ Rx, White and Silver Void facestocks, CLD-10 cold temp adhesive, MicroTak™ microsphere adhesive, and GripTight™ adhesive

for difficult substrates. "The demonstrations of our new products were a big hit; some of them are already being tested to help solve challenging applications," said Schelly Walls, Director of Sales, Roll Products. The demonstration of our new ScanTherm Rx was especially impactful. This is a top coated, direct thermal paper facestock specifically engineered for pharmaceutical applications. Pharmacy environments may require resistance to hand sanitizer, alcohol, or various cleaners which, with standard products, often result in graying, yellowing, or even removal of the print. ScanTherm Rx has passed chemical testing to confirm its suitability for the pharmaceutical market. We had a printed information card with two labels that were

direct thermal imaged; one label was the ScanTherm Rx facestock and the other was a standard direct thermal paper. Visitors swiped hand sanitizer across both labels to see how they would stand up to the chemical. They were amazed to see the results: the ScanTherm Rx remained the same, while the standard direct thermal paper reacted.

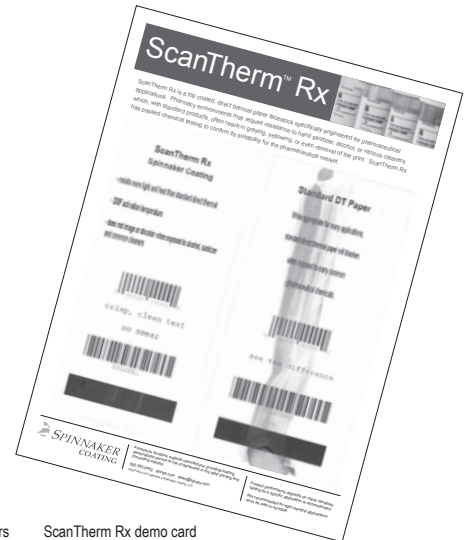
Spinnaker products could also be seen throughout the venue. Current and future customers were able to watch our materials be printed in six of the major digital printer manufactures' booths located throughout the show. These partners included Domino, Screen USA, Anderson & Vreeland, Durst US, Nilpeter, and Armor.



The Spinnaker booth busy with Labelexpo attendees



Account Managers Craig Morgan and Julie Hill doing product demonstrations with booth visitors



ScanTherm Rx demo card

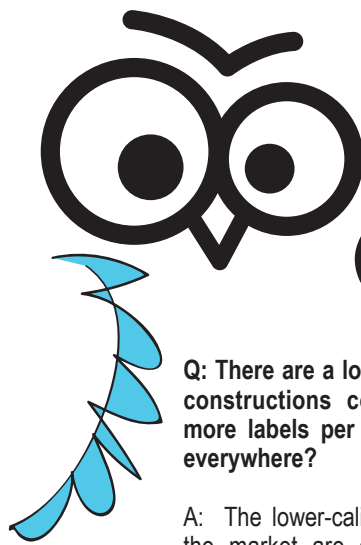
## Mission Statement

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



# Tech talk

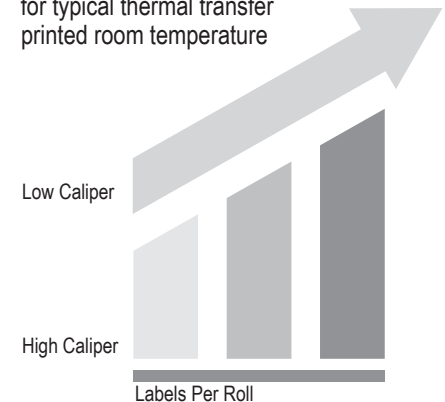
THE CONVERTER'S GUIDE TO TECHNICAL KNOWLEDGE

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

## General Q & A

**Q: There are a lot of down-gauged label constructions coming out that allow more labels per roll. Can I use those everywhere?**

**A:** The lower-caliper options coming into the market are good choices for most commodity, general use applications. So, for typical thermal transfer printed room temperature



labels, or prime label room temperature offerings, you probably will be pleased with the results. Spinnaker's 38# CTT and Primeglos™ (54# Semi Gloss) are both good options to try.

**Q: Any issues I should watch for with lower-caliper facestocks?**

**A:** Generally, thinner facestocks may impact aesthetics or application parameters. Watch for show-through on darker substrates, which may be objectionable, or may require adjustments to the color print on the label. Dispensing machines may require some minor adjustments to handle the increased flexibility, especially for lower-calipered films. Large hand-applied labels may be more of an issue if the face is too flexible, making it hard to apply without the label folding back on itself.

**Q: What about using less adhesive to reduce cost?**

This can work to a point, just keep in mind that less adhesive means less adhesion in general, though this is not always in a linear fashion. If the application was over-engineered, and a lower adhesive coat weight works, then by all means this is a great cost savings opportunity. But in some applications, especially those that aren't general purpose, that full coat weight may be needed. Be especially careful with wet and cold/frozen packages, textured surfaces, and outdoor applications, all of which often need all the adhesion they can get!



## Sales Meeting Held

Your Spinnaker team recently came together for our annual sales meeting. The theme was "To Infinity and Beyond!," a nod to the Buzz Lightyear phrase from *Toy Story*, and the focus of future plans for Roll sales growth. Representatives from various areas spoke over the two-and-a-half day event about the improvements and plans they have implemented to help ensure Spinnaker's growth in the coming years. These plans include capital expenditures for upgrades and improvements to equipment, and updated processes to ensure better and more consistent quality. Everything that was discussed was centered around how we can be a better pressure sensitive supplier for our customers.

Coming on the heels of Labelexpo, on Wednesday night, the group attended the first "Spinnaker Expo," which was like a mini tradeshow where departments made table top displays and presented information to attendees about the functions of their areas. Finance, Engineering, IS, the Sample Room, Marketing, HR, Coating, and a variety of other departments participated. It was very informative and everyone learned something that they didn't know before. This helps everyone understand each others role in servicing our customers' needs.



Attendees at the Spinnaker Expo talk to folks from various departments about their table top displays

## Contest Winner

Congratulations to Denise Strouse from Label.com! Denise was chosen at random from among those who let us know they were reading their newsletter. She won a \$100 gas card.



# PRODUCT SPOTLIGHT: GripTight™

## An adhesive for difficult surfaces

GripTight is an aggressive, hot melt rubber-based adhesive designed for difficult surfaces, including many building materials, manufacturing and packaging products, horticultural products, plastics, and wovens. While GripTight is a heavy coat weight, it will die cut, strip, and dispense well compared to other similar aggressive adhesives. Unlike some other heavy coat weight products in the market, GripTight does not require patterned adhesive coating.

Minimum application temperature: 40°F. Service range: -30°F to 150°F.

Several options available Trimless in as little as 3" x 5,000':

60# Premium Semi Gloss / GripTight™ / 40#

PrimeScan® / GripTight™ / 40#

3.3 mil Durable Polypropylene / GripTight™ / 40#

2.6 mil TC White Label-Lyte / GripTight™ / 50#

ceramic tile  
granite  
woven bags

pond plant baskets  
aluminum pouches  
nursery pots

unfinished wood  
spouting/corrugated plastic  
PVC fencing

vinyl sheeting  
metallized surfaces  
paperboard

Call your Account Manager or Technical Consulting Rep to discuss all the possibilities:  
800.543.9452.



**In the Words of our Customers**  
" Thanks for all your help. I try not to ask for too many favors so it's nice to know you were there when I needed you. Thanks again to you and your team. Much appreciated."

— Anthony