

Exploring Removable Adhesive Options?

See our Product Spotlight inside



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

In our November newsletter we began to tell you about our Shared Values by which we live and work at Spinnaker. These principles provide a foundation for everything we do as we work day-to-day, serving you and working internally with each other. We consider these values to be "mission-critical" as we strive to be recognized as the service leader in our industry and we try to hire people who live these values and make them a high priority. The second of our seven Values is shown below. We will continue to share these values with you over the next 5 issues so that you will come to know us better with each Value we describe.

Value #2 - EXCELLENCE

Pursue work with enthusiasm, urgency, and a sense of pride. Take responsibility and hold ourselves to the highest standards of performance.

We are living the value if we ...

- Take pride in our work and show initiative
- Prioritize our tasks and take the time to do it right the first time
- Always put safety and quality first
- Take corrective action to prevent reoccurrence, always looking for the root cause
- Think outside the box
- Treat our resources as valuable assets critical to future success
- Seek candid feedback on our performance and develop plans to improve
- Work with a sense of urgency and encourage others to do the same
- Acknowledge our mistakes and take responsibility for them
- Set high expectations and do our best to meet them
- Deliver on our commitments
- Set an example by our actions and attitudes
- Pursue all opportunities to learn from others
- Identify opportunities to improve the way we do things without being asked

Our Sample Department personnel truly exemplify our 2nd Shared Value of "Excellence". Their goal is to fill all requests they receive, for both material samples and promotional literature, within a 24-hour time period. Spinnaker expects the Sample Department to meet a service metric of 98% each month; they actually performed at 99.8% each month during 2009 until November when they hit 100%. Even more impressive is that they handled more requests during the month of November than they have handled any month in the past 10 years!

Excellence and Experience



We pride ourselves on being the best service provider in the pressure sensitive industry. It takes the hard work and dedication of the entire Spinnaker team to continue to improve ... a lot of experience doesn't hurt, either.

Carl Hahn is getting ready to celebrate his 32-year service anniversary. He started as a bundler, became a slitter operator, and then was a coater helper before stepping into a management role as a Coating Team Leader 26 years ago. In this position, Carl is responsible for the daily operation of all the coating lines in the facility, assuring that all the production conforms with established standards; he also encourages his team to make improvements whenever possible.

If you mention Carl's name around here, the first thing people think of is a tireless worker; he does anything necessary to make sure product is run well and on time for our customers. "I take pride in my work and pride in my department," said Carl. "I like fulfilling customer needs, I like challenges, and I like working on the floor; it's all about working together to meet our customers' needs."

When you think of assets in a company you typically think of the "hard" assets - the equipment that manufactures a company's products. Carl has proven time and time again that it's the people, the "soft" assets that can really make a difference. We are very fortunate to have someone with Carl's experience in his position.

"Give more than you promise." -- John Studebaker 1799-1877

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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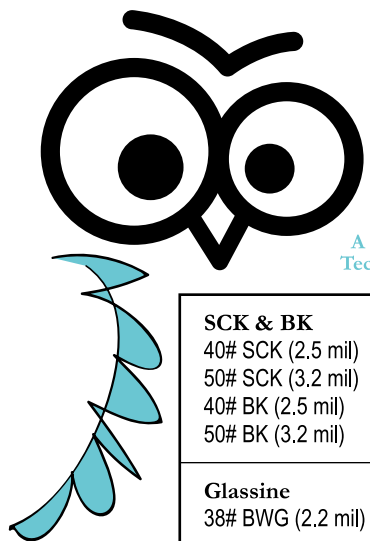
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Tech talk

THE CONVERTER'S GUIDE TO TECHNICAL KNOWLEDGE

Our Technical Consultants are available for PS Training sessions with your staff and your customers.

A summary and description of the liners used at Spinnaker. For additional information on our liners call your Sales Representative, Technical Consulting, or visit www.spinps.com and click on the Roll Portal and Product Guide; Liners are near the end of the catalog.

SCK & BK 40# SCK (2.5 mil) 50# SCK (3.2 mil) 40# BK (2.5 mil) 50# BK (3.2 mil)	Our SCK liners are bleached and supercalendered to feature excellent die cutting and stripping characteristics for roll-to-roll applications. BK liners are very similar without the supercalendered finish. In both cases the 50# may also be used for roll-to-fanfold applications.
Glassine 38# BWG (2.2 mil)	Our glassine liner is a white, transparent, non-filled heavily calendered grade featuring low caliper variation and consistent compressibility for excellent die cutting. Recommended for roll-to-roll applications.
Poly-coated Kraft 44# PK (3.2 mil)	PK liners combine the strength of paper and the toughness of polypropylene. The polypropylene layer provides strength for more consistent and reliable high-speed dispensing than paper liners. It also provides better clarity than papers for clear film facestocks since the adhesive will reflect the smooth liner surface.
Layflat Liners 2.5 mil (35#) 3.2 mil (45#) 3.5 mil (50#) 58# LF (3.3 mil) 72# LF (4.2 mil)	Our 35-50# layflat liners are bleached white, machine-glazed liners designed specifically for compatibility for cut-sheet laser and ink jet printers with a high degree of layflat. The 2.5 mil is appropriate for low-to-medium speeds and higher calipers for higher speed laser printing. A small amount of clay is applied to the backside of the paper to enhance flexo printability. The 58# liner is a bleached supercalendered kraft, clay-coated liner for roll-to-sheet where layflat is important and the backside can also be flexo or laser printed. The 72# liner is a coated, bleached kraft liner designed for layflat in roll-to-sheet products; it can also be backside flexo or offset printed. Not recommended for roll-to-roll or fanfold applications.
Tag Liners 8 Pt. Tag (127#) 8 Pt. PPL (146#)	Our 8 Pt. tag liner is a supercalendered kraft for typical tag liner product needs and may be backside flexo printed. The 8 Pt. PPL liner features a semi gloss back finish for flexo, offset, and process printing in roll-to-sheet applications. It may be laser compatible for some machines; test for your application.



2009 Year in Review

from Lou Guzzetti, Chairman and CEO

2009 was obviously a year of significant challenge for most US businesses, as we entered the year facing major uncertainties. For example:

- How deep would the recession be and how long would it last?
- How would the credit crisis impact our customers and suppliers?
- What actions did we need to take for the long-term benefit of our

company and our employees?
• When would consumer spending recover from the record low levels of the 4th quarter of 2008?

In order to cope with these questions, many companies were forced to retrench and to resize themselves, as they looked to cut costs wherever possible.

I am extremely pleased to report that Spinnaker not only has weathered the economic storm, but we have taken a number of actions to significantly improve our service levels. This, in turn, has enabled us to enhance our competitive position in the PS labelstock industry. Our actions have included:

1. Increasing the number of products offered on our Trimless program, thereby increasing the number of opportunities our customers have to make more efficient purchasing decisions;
2. Modifying our freight policy to make us more customer-friendly (including the complete elimination of our fuel surcharge);
3. Introducing several new products that allowed a large portion of our customer base to save money or gain new business. These products included: void polyester;

a new economical hot melt removable adhesive (which we named LiftOff™); and both gloss and laser polyester products; and,
4. Working closely with our employees and suppliers, we significantly improved the quality of our products; the extent of our progress is evidenced by the fact that our claim costs in 2009 were the lowest in our history!

These would be great accomplishments in the best of times, let alone the worst of times. They were made possible by the fact that Spinnaker is truly blessed to have great employees, each of whom clearly understands that we can be successful only if we help our customers achieve success. That is why we remain totally focused on our customers and why you can trust that we will always work hard to find additional ways to deliver value through both our products and our service.

On behalf of everyone at Spinnaker, I thank you for your business and wish you a very happy and prosperous New Year. I also want to assure you that we are ready and able to help you achieve your goals in 2010!

PAT Approved Materials

What is PAT?

Photographic Activity Test
(Per ISO 18916)

ISO 18916 is a test designed to ensure that if the face sheet and/or adhesive comes in contact with a photograph, the image will not fade or yellow. This specification does not address the mounting of photographs, such as the holding strength of the adhesive or lack of adhesion over time.

Spinnaker has 9 adhesives and 2 facestocks that pass PAT testing for your customer's scrapbooking and archival needs in both permanent and removable options.

Call your Sales Representative, Technical Consulting, or visit the Converter's Corner of www.spinps.com and click on the Regulatory Information page to view the components that have been approved.

PRODUCT SPOTLIGHT

LiftOff™ Removable Adhesive

Exploring your removable adhesive options? Consider LiftOff, the newest in our line of removables, for your next project.

LiftOff general purpose hot melt removable provides good initial tack and clean removability on a variety of substrates, particularly painted metal, glass, HDPE, and polypropylene. It is strip gum compatible to offer more options for you to provide solutions to your customers. This economical removable will provide you with additional opportunities to increase your profitability. It has a minimum application temperature of 30°F and a service range from -20°F to 140°F. We suggest that you try LiftOff for the following applications: desk accessories, various retail household products, shelf marking, plastic storage containers, glass refrigerated grocery doors, and packaging films - just to name a few. Removability is dependent not just on the adhesive, but on how well it likes - or doesn't like - your substrate. Please be sure to test for your application, and consider the environment and length of time you expect removability when testing.

LiftOff constructions are available on our Trimless programs in as little as 3" x 5,000' rolls.

42283	45# CTT / LiftOff / 40# BK	42489	3.0 mil Matte White Polypropylene / LiftOff / 50# SCK
42284	60# Premium Semi Gloss / LiftOff / 40# BK	42493	ScanTherm™ NTC / LiftOff / 40# BK
42487	2.0 mil TC Clear Polypropylene / LiftOff / 40# SCK	42551	50# EDP / LiftOff / 50# BK
42488	2.3 mil TC White Polypropylene / LiftOff / 40# SCK		

For more information, please contact your Sales Representative or Technical Consulting, or go to www.spinps.com.

LiftOff and ScanTherm are trademarks of Spinnaker Coating, LLC.

In the Words of our Customers

“I have to say that your company has the best people I have worked with. You are great and very perceptive to customer needs ... I am very lucky.”

- Kevin, TX November 2009

Answer to quiz question

From the November issue:

In what year did "security labels" have their start?
a) 1980 b) 1990 c) 2000

B: 1990 according to "They Built an Industry by Bill Klein