

Do you need a product  
that is BS-5609 approved?

See inside for our

# PRODUCT SPOTLIGHT

Coating is our Business. Service is our Passion.



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## Spinnaker Coating Newsletter

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

### The face behind the voice



Meet Allene Bowman, the face behind the "Voice of Spinnaker"! Hopefully you've had the pleasure of Allene answering your phone call to Spinnaker because if you have, you now have first-hand experience with being serviced by the best switchboard operator in the industry. Allene has the perfect personality for her position - she is friendly, upbeat, bubbly, intelligent, and helpful... and the list goes on.

Allene has been an employee at Spinnaker for over four years. She handles two switchboard consoles; one strictly for Customer

Service related phone calls and another for the phone calls received for other Spinnaker personnel. Allene's title is actually Customer Service Assistant, in addition to her switchboard duties she lends support to our Customer Service department by assisting customers with general questions, order entry, and handling all the customer files. In her spare time, she helps with special projects for our Sales, Marketing, and Finance departments. Allene brings a wealth of strengths to Spinnaker, the greatest of which is being a perfect personality fit for all her job duties! Call us today to experience the prompt, courteous response from Allene and everyone at Spinnaker Coating.

"The leaders who work most effectively, it seems to me, never say 'I'. They don't think 'I'. They think 'we'; they think 'team'."

-- Tom Peters

Thomas J. Peters is an American writer on business management practices, and is best known for *In Search of Excellence* (co-authored with Robert H. Waterman, Jr.).

### Survival of converters in tough economic times

The consensus of opinion noted in a March packagePRINTING *State of the Industry Overview* is that, "companies with strong customer ties and niche products and services that remain in high demand are well suited to weather the crisis." The key for small to mid-size companies is to work closely with customers and uncover niche markets by partnering with them in the development process to address current and future needs of their customers.

Consumer packaging, often thought of as recession proof, has undergone some changes during our recent economic times. The article notes

an increase in the amount of private-label products as consumers become more price sensitive. As a result, retailers are addressing this change by creating more private-branded products with a higher quality appearance. The article also references The Nielsen Company February report ([www.nielsen.com](http://www.nielsen.com)) which stated, "consumer product companies are still moving ahead with high-end product launches."

To read the entire article go to: [www.packageprinting.com](http://www.packageprinting.com); March 2009 *State of the Industry Overview*, "What will it take to survive" by Kevin Karstedt.

### Marketing Tidbits

2009 Social Media Marketing Industry Report

An overwhelming majority (88%) of marketers in a recent survey say they are using some form of social media to market their business. The top four social media tools (in order): **Twitter, Blogs, LinkedIn, and Facebook.**

Asked about the benefits of social media marketing, respondents indicated: generated exposure for my business (81%); increased my traffic/subscribers/opt-in list (61%); resulted in new business partnerships (56%); helped us rise in the search rankings (52%); generated qualified leads (48%); reduced my overall marketing expenses (45%); helped me close business (35%).

From "QuickBites" by Sam Geist (800-567-1861, <http://www.samgeist.com>)

### 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

[spins.com](http://spins.com) 937.332.6500 937.332.6518 fax

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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.

## Thermal transfer ribbons

There are three types of ribbons for thermal transfer printing, and matching the ribbon, facestock, and application needs is vital for best results.

**Wax** ribbons are generally used for short-term applications where there is not a lot of abrasion, chemicals, or high temperatures. This basic, economical ribbon can print a wide variety of stocks, but is most commonly used with paper faces for compliance and shipping labels.

A **wax/resin** ribbon provides improved abrasion and smear resistance over wax ribbons, with some cost savings over the resin ribbons. The combo is good for coated papers, coated films, and is often used for shelf labels, horticultural, and health care applications.

**Resin** ribbons offer the highest degree of abrasion and solvent resistance and will withstand high temperatures. They often need a top-coated or pre-treated face to encourage ink adhesion. The resin ribbons are the most expensive and are typically used with circuit boards, chemical drums, etc.

A ribbon matrix with recommendations for our stock films is available at our website [www.spinps.com](http://www.spinps.com) (Roll Products drop down), or from your Sales Representative.

## FAQ

**Q: Can I use a corona-treated face for thermal transfer printing instead of a top-coated one?** A: Generally no, unless thermal transfer print will be added within a very short time after treatment. Corona treatments, which increase dyne levels, degrade over time. As the label ages the dyne level decreases, resulting in the wax or resin from the ribbon not adhering properly. The dyne level of most polypropylene is significantly reduced within three months. Most thermal transfer films are top coated since the top coating does not change its stability over time.

**Q: What factors affect outdoor life?** A: The outdoor life of a particular film can be affected by the attributes of the facestock and the location it will be used. For example, outdoor life in Minnesota will have different ramifications than the Texas gulf coast. Humidity, rain, ocean spray, snow, and sun (UV) all play a roll in the durability of an outdoor label. A facestock used beyond its recommended capacity may gray or otherwise discolor, crack, flake, or even remove. Top coatings often affect outdoor life of a base film; for example, polyester is typically considered a long-term film, but adding the top coating to improve printability may reduce life to 6-12 months. It's also important to remember that if you are flexo printing, make sure your flexo ink is appropriate for outdoor exposure.

**Q: How can I flood coat my thermal transfer film?** A: Flood coating is not generally recommended since the colored ink covers up the top coating. The ink will not generally thermal transfer well, unless you are using an ink designed for thermal transfer printing.

Thermal Transfer Films	Properties		Printing					Key Characteristics
	caliper	UV resistance	thermal transfer	dot matrix	flexo	letterpress	pen	
3 mil TC Matte White Polypropylene	3.0	6 mo	x		x	x	x	A matte, smudge-resistant, mineral-filled BOPP <ul style="list-style-type: none"> <li>Preferred for removable applications</li> <li>Significantly more economical than many other brand-name films listed</li> </ul>
PrimeScan®	3.0	18 mo	x	x	x	x	x	A matte, smudge-resistant polyolefin designed to print and convert like paper with the durability of a film <ul style="list-style-type: none"> <li>Can be embossed like a paper product</li> <li>May show tamper evidence with an aggressive adhesive</li> <li>Similar in caliper to Kimdura 70, but more economical than Kimdura or polyesters</li> </ul>
PrimeScan® 90	3.6	18 mo	x	x	x	x	x	A matte, smudge-resistant polyolefin designed to print and convert like paper with the durability of a film <ul style="list-style-type: none"> <li>Can be embossed like a paper product</li> <li>More economical than Kimdura or polyesters</li> <li>Similar in caliper to Smudgeproof Kimdura FPG-80, but more economical</li> </ul>
3.3 mil Durable Polypropylene	3.3	24 mo	x	x	x		x	A matte, smudge-resistant polypropylene <ul style="list-style-type: none"> <li>Our longest outdoor life option at 24 months</li> <li>Good anchorage of the top coat</li> <li>Not prone to picker's curl in hand-applied applications</li> <li>More economical than brand-name options that have only 12-18 months outdoor life</li> </ul>
Kimdura® 70	3.4	12 mo	x	x	x	x	x	A matte, multi-layer polypropylene for thermal transfer printing <ul style="list-style-type: none"> <li>Same premium top coat and base film as Kimdura FPG-80, but .5 mil thinner caliper</li> <li>May show tamper evidence with an aggressive adhesive</li> <li>Less expensive alternative to Smudgeproof Kimdura FPG-80</li> </ul>
Smudgeproof Kimdura® FPG-80	3.8	12 mo	x	x	x	x	x	A premium, matte, multi-layer polypropylene for thermal transfer printing <ul style="list-style-type: none"> <li>May show tamper evidence with an aggressive adhesive</li> <li>A feel similar to vinyl</li> </ul>
2.5 mil TC Matte Clear Polyester & 2.5 mil TC Matte White Polyester	2.5	6 mo	x	x	x		x	A top-coated, matte polyester <ul style="list-style-type: none"> <li>Increased heat resistance and better tear resistance compared to polypropylenes</li> <li>High resistance to weathering, chemicals, and heat</li> <li>More expensive than polypropylenes</li> </ul>
2.0 mil TC Gloss White Polyester	2.0	3 mo	x		x			A top-coated, gloss white polyester <ul style="list-style-type: none"> <li>Increased heat resistance compared to polypropylenes</li> <li>High resistance to weathering, chemicals, and heat</li> <li>More expensive than polypropylenes</li> </ul>

\*\* ALL ARE AVAILABLE TRIMLESS \*\*

# PRODUCT SPOTLIGHT

## Spinnaker BS-5609 Products



Spinnaker material being affixed for testing.

British Maritime Standard 5609 is a drum and barrel test designed to certify that a label will stay affixed to a drum for at least three months when immersed in sea water so that in case of a ship wreck, the contents of the drum are identifiable upon recovery. For the test, samples are attached south facing at half tide to a test rig on a sandbank in the English Channel. They are covered with water at full tide and fully exposed at low tide, per the standard. This subjects the samples to water, rain, sun, and even birds! Spinnaker is proud to offer ten BS 5609-certified stock products, nine of these are carried Trimless with a minimum order size of 3" x 5000'.

The liner is not part of the standard, so certificates can be obtained for additional products that are the same face and adhesive (coat weight) and only need a liner change for your application. The following products have passed BS-5609 testing:

2.5 mil TC Matte White Laser Polyester / BP-52  
 3.0 mil TC Matte White Polypropylene / C-122F  
 3.0 mil TC Matte White Polypropylene / Frostbite

PrimeScan® / BP-52  
 PrimeScan® / SFA  
 PrimeScan® 90 / BC-20  
 PrimeScan® 90 / C-122F

3.3 mil Durable Polypropylene / C-122F  
 3.3 mil Durable Polypropylene / SFA  
 Smudgeproof Kimdura® FPG-80 / C-122F

Samples, data sheets, and other information are available from your Sales Rep or at [www.spinps.com](http://www.spinps.com) (certifications are listed under Roll Products >> Tech Tips).

## In the Words of our Customers

"I want to let you know how much we appreciate Spinnaker's responsiveness, not just with this situation but to all situations we've encountered. It's not every day that a supplier is so accommodating to their customers. It is definitely a reflection of your company's success.

” - Barbara, NE March 2009

## Need a new hobby?

*Label and Narrow Web* recently had an article about Dwayne Rogers who has been collecting vintage labels since the 1970's and has turned it into an online business ([www.thelabelman.com](http://www.thelabelman.com)). The majority are vintage artistic labels used on produce bins in California. Rare labels sell in the \$50 - \$4,000 range, but the more common labels are in the \$1 - \$10 range.