

# Corrugate is tricky. Let us help.

See article and Product Spotlight inside for information.



**HANDLE WITH CARE**

## Spinnaker Coating Newsletter

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

### Help for Haiti increases after article

In our last issue, we mentioned the extraordinary use one local church ministry found for our butt rolls of material. They make birthing kits for Haitian midwives to use when delivering babies. They pick up the butt rolls from our facility, cut the paper into 10" x 20" sections, and fold the paper into a packet that contains a pair of latex gloves, a string to tie the baby's cord, a razor to cut the cord, a piece of gauze to clean the navel, and a belly band with a pin to keep the navel clean. The kits are used in Haitian clinics to lay newborns on instead of placing them directly on the dirt floor. The paper barrier helps protect against disease and infection. We were amazed to learn about this lifesaving effort and the simple but crucial role we were able to play.....unbeknownst to us at the time.

Turns out, we are not the only ones

touched by this effort. After the newsletter went out, we were contacted by Creative Labels, Inc., a label converter also located in Troy, OH. They had read the story and wanted to get involved. They offered to purchase a 20" cutting die and provide press time to sheet the rolls for the women's ministry to save them that labor-intensive step. All they requested from Spinnaker was to provide the material in 10" widths. "We are so blessed to be able to live in such a great country, and are really excited to be able to help out with the newborns in Haiti," said Dave Nosker, owner of Creative Labels. "Too bad we all can't do more to help over there."

The story gets even better. When Dave called Rotometrics to order the sheeter die, his customer service contact was so taken by the story, she felt compelled to donate the tooling. "I had to ask my

supervisor, but I knew he would say yes because of the great cause."

Spinnaker provided Creative Labels with a roll of 10" x 5,000' material from inventory, instead of slitting multiple butt rolls. Creative Labels has turned that into 2,500 sheets for the birthing kits. The material was delivered into some very grateful hands. "I can't believe the generosity we are being shown," said Carolyn Shanesy, Missions Coordinator. "This couldn't have come at a better time, as we have almost depleted our current inventory of cut sheets. This is going to be such a huge help, and an unbelievable blessing to the ministry."

So, what started out at Spinnaker as an unknown use of scrap material, has turned into three companies coming together to make it a little easier for the First

Baptist Church to do their ministry work, and to help save the lives of newborn babies in Haiti. It is refreshing to hear such good news.



Top: Carolyn Shanesy with some of the cut paper. Bottom: An assembled birthing kit.



With Veterans Day approaching on November 11, we would like to say thank you to all of the men and women who are serving or have served our country bravely — and those who have lost their lives

doing so. The sacrifices made by members of the United States Armed Forces make it possible for us to live in such a wonderful country.

A special note of appreciation goes to the employees and family members of Spinnaker and our customers who are part of this celebration day because of their military involvement. Thank You!

### 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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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.

# Cold Weather Questions

This month our Technical Consulting experts answer some basic questions they often hear about the effects of cold winter weather on label converting and storage.

## Why did our general purpose adhesive quit working?

A couple of factors may be at work. First, it may be an application temperature issue. An adhesive that has been applied outside during the warmer months of the year may no longer adhere when applied in the winter. Your customer may say they are applying the labels in a heated warehouse above 40°F (the minimum application temperature for most general purpose adhesives), for example, but you may need to remind them that if the labels are being stored or applied near the often-open dock door, the temperature may actually be in the twenties or thirties during cold weather. Also, make sure that the temperature of

the item being labeled has had time to warm up to a temperature appropriate for label application.

## Should I store my label materials somewhere warm during cold weather?

Warmer than outdoor conditions, yes. But take care that your incoming rolls and converted labels aren't stored particularly close to a heat source that could dry them out, causing curl issues. Keeping the labels warm, but not excessively warm, is the key.

## Why do I see more curl issues in the winter?

In colder weather, relative humidity (RH) indoors is much lower than in warmer months, causing pressure sensitive materials to lose moisture into the drier air around them. Layflat products are designed to work at 40-55% RH, but often manufacturing and shipping areas will be at

20-30% RH in winter, which will induce moisture curl in label materials. The colder it is outside, the worse this problem will typically be. Film face / paper liner combinations will typically curl toward the liner because the film doesn't contain any moisture to lose, while the liner shrinks and pulls the label downward.

Humidifying your handling and storage environment will greatly reduce curl issues in winter, as well as static, jogging, and stacking issues. Pack converted rolls into airtight bags before boxing to protect them from moisture fluctuations, and recommend your customers only remove one roll at a time as needed from a carton or bag so the rolls stay protected from moisture fluctuations. Also, end users should be advised to watch for condensation inside the plastic bags when they first bring them into a warm area.

## Why did my labels suddenly pucker and wrinkle during shipment?

Applied labels can pucker and wrinkle on long haul shipments, especially if it is a large label on an empty plastic container. Plastic containers tend to shrink more in cold weather than do the labels that are applied to them, which may cause puckering of the label. Obviously the containers have to be shipped, but try to avoid shipping them over the weekend or holidays when they may end up sitting on a cold truck at a freight station.

# Corrugate opens a box of worms

What's bigger than a bread box and harder to stick to? These days, it's corrugate. As recycled content has become the norm, the exact composition of the corrugate can vary greatly from batch to batch, or even within batches. Contaminants such as glues, inks, dirt, oils, and other residual materials are generally present in the material — and in varying proportions. The source of the recycled pulp used (both virgin pulp and post consumer waste) can also vary. This makes it far more challenging to find the right adhesives to cover a variety of corrugate applications than in years past, when recycled content was either lower or nonexistent. The advent of recycled corrugate makes the selection of robust adhesives (for example, Spinnaker's BP-164) a wiser choice in many cases than "just-good-enough" commodity adhesives.

In selecting adhesives for corrugated materials, the initial tack of the adhesive on the corrugate being tested is one of the key criteria. Not every adhesive will cling well enough initially in order to remain on and reach ultimate adhesion. Because of their great initial tack, hot melts are usually used with great success, but they must be

adhesives may not be the best choice if the labeled corrugate is likely to be exposed to high heat (120°F or higher) for an extended period of time. Acrylics are less affected by contaminants and by high heat conditions, but typically don't have the initial tack, and don't stand up as well in moist environments.



Waxy corrugate, due to its low surface energy and use in moist environments, also creates a very difficult application situation. It typically requires a hot melt adhesive such as BC-20™ or Frostbite™.

In the Product Spotlight below, we give you a few ideas of what might be the best acrylic and hot melt options for the more difficult corrugate applications. As always, we encourage you to call our Technical Consulting Department (877-210-5104) to talk about your specific application, and test, test, test.

tested because, on rare occasions, the contaminants in recycled corrugate can leach into hot melt adhesives and degrade their performance. Also, hot melt

## PRODUCT SPOTLIGHT: CORRUGATE LABELING

Corrugate labeling applications can be hard to address confidently these days, given constantly changing recycled content (see article above right). You need robust adhesives to best address varying corrugate composition.

So, what are the best options?

**For normal temperatures:** Usually a robust hot melt will have the quickest tack and the best chance of remaining on the corrugate. Our BP-164 adhesive has good initial tack and ultimate adhesion across many kinds of corrugate, and can handle a little higher service temperature (150°F) than many other hot melts. Given the costs of a label failure, BP-164 enjoys good success with our customers as a way to reduce the risk of labels falling off.

When you need an acrylic option (for instance, due to laser printed labels or high temperature environments), BP-52, XYZ™, 4LZ™, and SFA™ all have the relative quick tack and ultimate adhesion needed to work in most applications.

**For colder temperatures:** Generally, when labels are being applied to corrugate in cold temperatures, BC-20™ is a good option. When an acrylic adhesive is needed, Spinnaker's ATP™ or B-122™F adhesives provide a good range for those applications.

While the adhesives mentioned are available in many combinations on our Trimless program, listed for samples, pricing literature, please contact your Sales Representative or go to spinn.com. Below are some of the most obvious candidates for corrugate applications, including shipping and

### Some candidates for corrugate applications

- 45# CTT/BP-164/40#
- 45# CTT/ATP/40#
- 48# CTT/XYZ/40#
- 55# CTT/BP-52/40#
- Bright White Laser/4LZ/3.2 mil LF
- 50# EDP/ATP/50#
- ScanTherm™ NTC/ATP/40#
- ScanTherm™ NTC/BP-164/40#
- ScanTherm™ Ultra/BP-52/40#
- 45# CTT Tanda-Tac/BP-52/40#/40# (piggyback)
- 3.0 mil TC Matte White PP/SFA/40#
- 3.0 mil TC Matte White PP/BP-164/40#
- 3.0 mil TC Matte White PP/BP-52/40#
- 3.2 mil Thermal Transfer/SFA/40#
- 3.2 mil Thermal Transfer/SFA/50#

## In the Words of our Customers

“It is such a relief to know I can contact you and Spinnaker would take care of things without us having to make a half a dozen follow up calls. I just wish that all of my suppliers would operate this way and be as proactive as Spinnaker.”

- Bob, NY