

# We would like to hear from you!

What topics would you like us to expand on in the newsletter?

Please email your ideas to [nancy.klaar@spinps.com](mailto:nancy.klaar@spinps.com)

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

Our previous four newsletters explained the Shared Values by which we live and work at Spinnaker. We continue with the fifth of our seven Values, **Integrity**.

- Value #1 - Customer Focus
- Value #2 - Excellence
- Value #3 - Commitment to People
- Value #4 - Teamwork

### Value #5 - Integrity

Act with integrity, respect, and honesty in all our dealings.

#### We are living the value if we ...

- Adhere to the highest standards of business ethics
- Consistently do the "right" thing
- Treat people with respect
- Acknowledge when we are wrong
- Treat others the way we want to be treated
- Are fair and straightforward in our everyday dealings
- Say what we intend to do, and do what we say
- Are honest with ourselves, as well as others

#### What this means to you, our Customer

Everyone has a right to be dealt with honestly and respectfully; it is the responsibility of every Spinnaker employee to act accordingly, creating an atmosphere of mutual trust with both our co-workers and our customers. Our integrity empowers us to react in a helpful and proactive way, to strive to do the right thing for you each and every time. The recent materials shortage is a good example . . . we advised you early on of the challenges we were facing and we are committed to finding alternatives to fill your needs during these challenging times.

"It takes less time to do a thing right, than it does to explain why you did it wrong." -- Henry Wadsworth Longfellow



L-R: Vincent Chien, Brad Glass, Darin Davis, Angela Chandler, Lyle Baker

## IS is it

A company's computer systems are a critical component of its daily operations, and the people who support them are just as important. Our Information Systems Team not only keeps our normal, internal computer network running smoothly, but they are continually working on projects that allow us to serve our customers better.

Recent large-scale projects include: the re-design of our website at [spinps.com](http://spinps.com); revisions to our CRM system, inSync™; automation of several key production processes;

and, improvements to the computer logic component of product traceability and changes supporting our Trimless program.

Julie Billing, Roll Product Manager commented: "We are able to provide our customers a vast array of Trimless products, both commodity and unique items, at locations across the country. The Trimless program's success can largely be attributed to the diligence of the IS staff, who

(story continued on p.3)

## 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

RETURN SERVICE REQUESTED

518 East Water Street Troy, Ohio 45373

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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.

## (On the) Outside of the Box

Finding the right adhesive for corrugated applications can be tricky, with many variables to consider including not only the attributes of the corrugate itself, but also the process through which the label will be applied.

Not all corrugates are alike. There may be a top coating on the corrugate, or a wax or slip agent present - all of which will affect adhesion. The composition of the board itself must be considered - the mix of percent virgin fiber versus recycled content fiber can have a big impact on performance. Something as simple as the depth of the underlying fluting can change the amount of contact with the adhesive and,

therefore, the adhesion.

Typically, the largest contributing factor for label failure with a corrugate, is the application method. Adequate pressure and dwell time are needed for the label to stick long term. How and where the label is applied also has considerable bearing on performance. For example, if the label is applied to dirty, dusty, or greasy corrugate there may be adhesion issues with some adhesives. Consider the added stress if the label is used to close a box or applied around a corner instead of to the flat side of a box. Either of these scenarios may provide enough force to pop the label off of the

box, if the correct adhesive isn't used.

A common problem, in manual applications, is reduced adhesion due to lint and cloth fibers in the adhesive. This usually occurs when the packer is putting a row of labels down their sleeve, and then reapplying from their sleeve onto the corrugate. Those extra fibers reduce adhesion on the final box, causing poor adhesion and potential complaints from the end user.

We determine the correct adhesive for the application through testing, such as peel, loop tack, and shear, combined with the experience of our

Technical Consulting Team. Tearing of the corrugate fiber is good in this case! We expect fiber tear - not label tear - in successful corrugate tests. This indicates that the adhesive is bonding to the corrugate (keep in mind that this is dependent on the type of corrugate being used).

Due to the large variability in corrugate materials and adhesives, no test method exists that can guarantee an adhesive will work on all corrugate products. When recommending an adhesive, we perform the testing on the exact corrugate to be used whenever possible. Keep in mind that corrugate suppliers do change



their processes and their recycled content, consequently changing which adhesive may be the best for the job. High recycled content corrugate is notorious for its variability at the mill, and can be very challenging to match to the correct adhesive.

Obviously, there are many factors to consider; hopefully this basic overview will give you some ideas to think about for your next corrugate application. There's no need to be an expert on every aspect. Just call our Technical Consulting Team at 877-210-5104 and we'll be happy to discuss your application's specific needs.

## Email Marketing

Timing in an email marketing campaign (i.e. sending out the emails) has been shown to be as important as actually crafting the message and selecting the market segment designated to receive it. Tuesday, Wednesday, and Thursday mail has the best chance to be opened, according to the consensus of numerous studies. Below are some "pros" to each day.

**Monday** - After a long weekend, many email users make it a priority to organize their inboxes.

**Tuesday, Wednesday, Thursday** - Many consumers have a little extra time to devote to checking their inbox.

**Friday** - People tend to receive less email on Friday, which in turn, increases the visibility of your message.

**Saturday and Sunday** - People do check their inboxes on the weekend, so this factor gives your marketing message unlimited potential.

--gather

From "QuickBites" by Sam Geist 800-567-1861, www.samgeist.com

## IS is it

(story continued from p.1)



designed a program that can handle a wide range of products efficiently and cost effectively."

"Our inSync CRM system is the communications nerve center that allows us to coordinate all information and activities necessary to provide outstanding service to our customers. Starting with a plain vanilla system many years ago, our IS gurus have totally redesigned and customized the system to the point that it is now one of our most important assets. And with input from everyone on the Spinnaker Team, the improvements just keep coming," remarked CEO Lou Guzzetti.

Darin Davis, Director of Information Systems, is responsible for all aspects of Information Systems at Spinnaker, including software, hardware, telephones, and network infrastructure. Angela Chandler, Sr. Information Systems Specialist, analyzes business requirements through user interaction or the direction of senior staff members, in order to translate requirements into design specifications and functional code. Vincent Chien, Sr. Programmer/Analyst, translates algorithms into code language for various components of our operations. Lyle Baker, Systems Administrator, is responsible for all of our hardware, network connectivity, and servers. Brad Glass, Information Systems Specialist, works with the entire IS team in maintaining the day-to-day support of Spinnaker's applications, network, and systems infrastructure.

Computer work requires in-depth skill, knowledge, and analytical ability - fortunately, our IS department has all those attributes in abundance, which ultimately makes it easier for you to do business with Spinnaker. ■

# PRODUCT SPOTLIGHT

## SureLock™ Adhesive for Textured Surfaces

Finding an adhesive that will stick to textured surfaces can be a nightmare. It's not enough to have just an overly aggressive permanent. To achieve success in those types of applications, the characteristics of the adhesive need to be such that it will grab quickly to the substrate, and then flow into the nooks, crannies, cracks, holes, bumps, grit, and other non-smooth surface attributes. The adhesive must hold onto the texture, surround it, fill it, and not just sit on top, as may be the case with a typical permanent adhesive.

SureLock is designed to work where the flow of the adhesive is needed to fill in a textured surface; not applications requiring merely high adhesive, but ones that involve uneven surfaces that are difficult to stick to. This adhesive exhibits high tack and appropriate flow to work in a large number of hard-to-stick-to applications. SureLock works where many standard products do not and, when compared to other textured surface adhesives that have significantly higher coat weights than SureLock, it runs with less build-up on press and has a flat release profile for good dispensing.

lumber • carpet front and back • plastic woven bags • ABS plastic • plywood • tile • burlap • cement

For more information, samples, or literature, please contact your Sales Representative or go to [www.spinps.com](http://www.spinps.com).

SureLock is a trademark of Spinnaker Coating, LLC.

### In the Words of our Customers

“Our sales rep has been a tremendous help to us ... and Vickie Howell [Customer Service], what can I say? She's one of the best I've dealt with in my 32 years in the business.”

- M, AR (April 2010)

### Did you know?

A wide range of UV varnishes and UV inks are FDA approved for direct food contact. For more information go to [http://www.radtech.org/whats\\_new/FCN.html](http://www.radtech.org/whats_new/FCN.html).