

Need two-year outdoor life for drum,
chemical, or horticultural applications?

See inside for our

PRODUCT SPOTLIGHT

Coating is our Business. Service is our Passion.



Spinnaker Coating Newsletter

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

Service Vision

Spinnaker is committed to being recognized as the outstanding service provider in the pressure sensitive industry. To achieve that goal, we must create a high level of confidence in the minds of our customers that we will meet or exceed their expectations...every time.

Our commitment to service is, in effect, a promise to our customers that we will:

- ❖ Deliver *the right thing, to the right place, at the right time*, including products, quotes, samples, and technical support;
- ❖ Provide technical knowledge that is up-to-date, accessible, and broad-based;
- ❖ Strive to be flexible with a keen sense of urgency, allowing our customers to respond more quickly to their customers;
- ❖ Proactively communicate bad news in a timely manner;
- ❖ Empower our employees to correct any service short-falls that may occur;
- ❖ Be warm, friendly, courteous, and responsive, remembering that business has as much to do with *people* as with products.

Visit our web site and read "Spinnaker Service: In the Unsolicited Words of our Customers."

"To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity."

-- Douglas Adams (*British comic writer, 1952-2001*)

Spinnaker's Customer Service Team



Back row, l-r: Yvonna Wilson, Michelle Mergler, Christy Reitz, Allene Bowman, Sheila Tavenner. Front row: Vickie Howell, Mary Weikert, Cindy Arthur

Our Customer Service Team, shown above, is passionate about delivering the best service in the pressure sensitive industry, bar none! This includes using every resource available to understand their customers' needs and to provide support and solutions to any challenge that may arise. The Spinnaker Customer Service Team is empowered to take action quickly to get answers to your questions so that you can respond quickly to your customers.

Mary Weikert, Customer Service Manager, adds a wealth of experience and support to our Team of dedicated professionals. We would also like to recognize Vickie Howell for her years of dedication to Spinnaker and her customers as we all celebrate her 30 year anniversary.

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

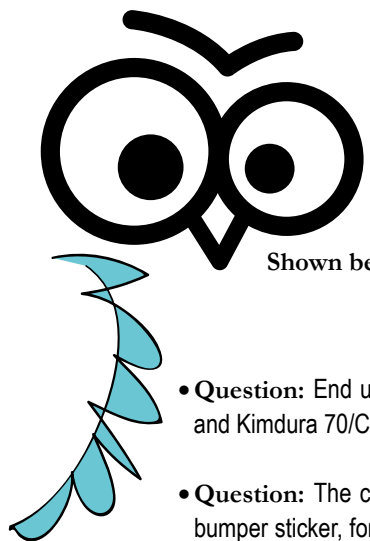
Spinnaker Coating is committed to being a trusted supplier who offers our customers fast, practical solutions to their changing business needs

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Tech talk

THE CONVERTER'S GUIDE TO TECHNICAL KNOWLEDGE

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

Shown below are a few of the questions that came in to our Technical group during the month of October. Call our Technical Consulting Hotline @ 877-210-5104 with *your* questions today.

In each of the following examples, samples were sent for testing.

- **Question:** End user wanted a thermal transfer face for a dry ice application. **Recommendation:** 45# CTT/ATP-C, 45# CTT/Frostbite, and Kimdura 70/C-122F.
- **Question:** The customer needed a label to be applied on the outside of a car window that would have long-term durability, similar to a bumper sticker, for a promotional advertisement. **Recommendation:** We recommended 3.3 mil Durable Polypropylene/B-122F/40#. We also suggested that they talk to their ink suppliers regarding inks with a good UV fade resistance.
- **Question:** Where can I find a listing of thermal transfer ribbon recommendations for Spinnaker facestocks? **Recommendation:** We have a ribbon matrix on www.spinps.com. Click on the top tab that says "Roll Products" - it is the 4th item in the drop-down menu.
- **Question:** Converter wanted a Direct Thermal Film that would be used by an auction house for a windshield label. **Recommendation:** Technical expressed their concern regarding the use of a Direct Thermal material due to possible pre-imaging. The converter agreed, but wanted a recommendation regardless. We suggested 2.8 mil ScanTherm-Poly™ Plus/B-122F/40# for testing.
- **Question:** Customer was looking for a golf ball striking material. **Recommendation:** A Direct Thermal stock would show where the club is striking the ball. ScanTherm™ Ultra/ATP or BP-52, or ScanTherm-Poly™ Plus/B-122F or BP-52 would work.
- **Question:** Customer needed a label to adhere to a frozen sausage package. **Recommendation:** 60# Premium Semi Gloss/Frostbite.

News

Market Information your customer can use!

In-pack and on-pack coupons (aka Point of Purchase redeemable coupons) are a good way to increase business. Read the statistics regarding the use of coupons below.

Ascribed to the troubled economy, consumers are using more coupons now than six months ago, according to a recent study.

- 81% say they use coupons for grocery items
- 51% say their main coupon sources are newspapers and magazines

The preferred method for receiving coupons in the future are as follows:

- 39% say direct mail
- 26% say email (direct or via newsletter)
- 16% say web sites
- 14% say newspapers

Other study findings:

- 80% of consumers say they would likely increase coupon use if coupons were tailored to their interests and were delivered online
- 87% say they are more likely to shop at a retailer that offers coupons
- 47% say print and online coupons are equally convenient
- 9% say online coupons are the most convenient

Reprinted From "Quick Bites," by Sam Geist. 800-567-1861 www.samgeist.com

Spinnaker provides 1.5 and 2 mil polystyrene that are ideal for building an in-pack or on-pack coupon construction. You will find them listed on our web site when you search with the word *Coupon* in our Product Search for Data Sheets.

Looking for more information on the Food and Beverage front?

Visit www.foodandbeveragepackaging.com. Recent articles shown below.

Explosion of health-related icons represent opportunity by Roy White

Icons or symbols have become vital components of labeling, particularly when they pertain to health claims, and they are currently becoming the focus of a great deal of debate, as well as activity, that may well lead to some important changes.

Packaging helps brands compete by targeting new channels by Steve Bei

The alcoholic beverage business is extremely competitive, as well as global. Manufacturers represent large international companies. The distributors, in many cases, are national in scope and size, too. This article explains what one small company does to reach new niche wine markets and differentiate itself by being nimble and fast with innovative ideas.

LABEL LORE

QUIRKY FACTS FROM THE LABEL INDUSTRY



Where did the term "label" come from?

Label originally meant a band of ribbon or linen attached to a Bishop's mitre to identify them as a Bishop ... Quite a transformation to an identification of product.

Klein, Bill and 125 members of the industry with Bruce and Virginia Ronald. *They Built An Industry: The history of the pressure sensitive adhesive roll label industry.* Lima, OH: Fairway Press, 1994.

PRODUCT SPOTLIGHT

3.3 mil Durable Polypropylene

The newest film in our durable and outdoor line is 3.3 mil Durable Polypropylene - a facestock designed to excel in industrial, chemical, and horticultural markets. This matte white film has a two-year outdoor life, making it appropriate for applications where long-term durability and strength are key. The top coating allows for superior printability by thermal transfer, flexo, and dot matrix. It does not exhibit picker's curl, a common issue in hand-applied applications. Two of the stocking constructions have passed the BS5609 Maritime testing for drum labels (* below).

The following four items are stocked and available Trimless from various locations with a minimum order of 3" x 5,000'. Samples and data sheets are available from your Sales Rep or Customer Service at 800-543-9452. At www.spinps.com, these constructions are categorized under Variable Information Films / Thermal Transfer.

| | | |
|---------|--|--|
| #41988* | 3.3 mil Durable Polypropylene / SFA / 40# | Especially aggressive on plastics such as LDPE |
| #41896 | 3.3 mil Durable Polypropylene / B-122F / 40# | All temperature adhesive with application temperature down to -10°F |
| #41909* | 3.3 mil Durable Polypropylene / C-122F / 50# | All temperature adhesive with heavy coat weight - great for drum label |
| #41992 | 3.3 mil Durable Polypropylene / BP-164 / 40# | Hot melt with great adhesion |

In the Words of our Customers

“Thanks to the Spinnaker Los Angeles slitting team for their great service in meeting our customer's needs. They did an order on Friday for same day pickup. Our new customer very much appreciated the extra effort”

- Matt, CA October 2008

Did you know?

You can now search by ITEM # for Product Data Sheets on our web site, www.spinps.com. This is in addition to searches by Category or Trimless Items.

This change was often requested by our customers and was accomplished thanks to a dedicated Product Data Sheet Team and our IS Department!