

Looking for a product that is laser printable?

We've got a great variety of options available Trimless.

See Product Spotlight inside for information.

Spinnaker Coating Newsletter

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


Spinnaker initiates email marketing campaign

While we love talking to you directly, we also try to help you in less direct ways, including providing you with pertinent information in our newsletter, literature, and on our website. Recently we started a new program where we email product tips and application ideas, as well as updated Trimless listings as they become available.

The first two product emails (pictured at right), highlighted our laser latex products and tips for handwriting on labels. As you can see, they're short and to the point, because we know you are busy. We've had great feedback from many of you, and hope that these ideas help you grow your business.

If you haven't received these emails and would like to be added to our mailing list, please contact your Sales Rep.

Why use Laser Latex?



Laser Latex can be a great alternative to laser films:

1. Laser Latex—a latex impregnated paper—has more water resistance than standard paper ... and is more flexible.
2. It costs less than top coated laser polyester or laser vinyl.
3. It is stronger than standard paper, and higher internal bond supports removable applications such as shelf marking.
4. This facelock tolerates more wiping/scuffing than regular paper.
5. Laser Latex does not contain natural rubber, so there is no allergy concern.

Applications may include:
light mandrel • shelf marking • vials • temporary tote labels • drum & chemical labels

Best products to test:
#1495 Laser Latex / ATP / 3.5 mil
Good option for all temp applications.
#43985 Laser Latex / HTR-1 / 3.5 mil
For removable applications such as shelf marking
BOTH PRODUCTS ARE AVAILABLE TRIMLESS

Please Contact Your Sales Rep To Learn How We Can Help You

Layflat Films
For layflat films, environment is key. Oh, and availability — we have them Trimless. Ask your sales rep for details and a brochure outlining the layflat conversion needs to know about layflat films (includes 3 sample sheets), or visit the literature page of spgips.com.

Technical Consulting
Do you have a challenging application and need a solution? Call our Tech Con Hotline at 877.210.5104.


Customer Words
"... This is the second time in 1 month that your Company came through when we asked the near impossible."
— Neven, OH

Technical Consulting
Do you have a challenging application and need a solution? Call our Tech Con Hotline at 877.210.5104.

Product performance depends on many variables; testing for a specific application is recommended.

SPINNAKER COATING A pressure sensitive material manufacturer providing personalized service to the label printing and converting industry.
937.332.6500 www.spgips.com sales@spgips.com

Handwriting on Labelstock?



Handwriting on labelstock can be tricky. We can help.

Considerations:

1. An uncoated face is typically the easiest to dry without smearing, followed by a matte coated face.
2. Matte finishes typically dry more quickly than gloss, and papers are typically better than films.
3. The type and brand of marker or pen makes a difference! Alcohol and solvent-based pens and markers dry more quickly than water-based versions, such as most gel pens. Because of the exacting environments that use surgical markers, special consideration may be needed when choosing a facelock.
4. Dwell time expectations are important—is your customer expecting instant drying with no smudges, or no smudges after 10 or 20 seconds?

Applications may include:
medical and surgical labels • name tag • form labels • quality sign-off labels

Best products to test:
50# EDP 3.3 mil Durable Polypropylene
DiversiPrint® Kimdura® 70
Ultra Matte®Litho Smudgeproof Kimdura® FPG-80

OVER 25 TRIMLESS OPTIONS ARE AVAILABLE FOR HANDWRITING APPLICATIONS

Please Contact Your Sales Rep To Learn How We Can Help You

EFI® JetPrint®
Spinnaker has an extensive line of EFI JetPrint approved facelocks. Ask your sales rep for details, and a brochure with printed samples.

Technical Consulting
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Customer Words
"It is fabulous that you always answer the phone. It is the best compliment that I can give you. You're making my job easier."
— David, SC

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Employee shaves head for good cause

Chris Hund, a sales rep on the merchant side of our business, shaved his head on Saturday, March 16 during a fundraising event at the Whistlestop Restaurant in Westlake, Ohio to benefit the St. Baldrick's Foundation. The organization is a volunteer-driven charity that funds more childhood cancer research than any other private organization. "Many of us have been touched by this terrible disease in one form or another," said Chris. "However, it is extremely horrifying when it touches kids." Generous contributors helped Chris and his team raise \$1,000. If you would like more information on this charity, go to www.stbaldricks.org.

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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spinps.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.

Can we help you? Call our Technical Consulting Hotline @ 877-210-5104 with *your* questions today.

Paper vs. Film Dies

Die cutting labels is a "last but not least" step in the on-press converting process. One thing you can do to help this step go smoothly is to make sure you are using a die that is specifically tooled for not only the right liner but the right facstock, be it paper or film.

Do I really need to use different dies for paper and film label converting?

In most cases, yes, unless you want to risk converting and dispensing issues! Historically paper and film dies have been designed differently. Paper dies are blunter, and they burst through the paper fibers more than they cut through them. Films do not have fibers, and require a sharp bevel edge for a clean cut.

So I can't use the same die for both?

You cannot use a paper die for film; it will not cut as cleanly or evenly. This will result in adhesive buildup on the dies. That adhesive residue will transfer to the face in roll form, causing the face to stick to the back of the liner. This can cause print defects and sometimes label lift. In the case of using a paper die for film, we often see deep die cuts, which will cause matrix breaks at stripping, or the potential for dispensing problems at the end user. But you can use a film die for paper, although you may have to replace your dies more often. Paper is more abrasive and will wear the sharp bevel down more quickly, shortening die life.

There are trends toward building all dies more like film dies so that they can be used for both. In the future, newly purchased paper dies may be tooled similarly to film dies. However, this would not apply to retooled paper dies; a paper die cannot be re-tooled into a film die. You should check with your manufacturer about your particular die needs.

Paper Die:
wider angle and more blunt point

Film Die:
narrower angle and sharp point

Good questions encourage you to search for and find great answers

Are you looking for a way to be challenged and motivated in your business? Take a few minutes to answer the following questions. It's eye-opening.

1. Why should someone do business with you today rather than someone else? Why should someone do business with you tomorrow rather than someone else?
2. How ready are you to take advantage of today's (and tomorrow's) technology?
3. What are your top five excuses for not changing? What can you do to eliminate these five excuses?

4. When was the last time you asked your customers why they do business with you? With your competitors? What did you discover?

5. When was the last time you asked your former customers why they stopped doing business with you? What was their response?

6. What can you do to go beyond just satisfying, to truly delighting your customers? Are you doing it today?

7. How effective is your customer communication? When was the last time you checked if your customer service was in sync with your customers' expectations? What did you find out?

8. Have you set clear customer service standards within your own department? What are they? Who knows about these standards?

9. What motivators do you provide your staff in your own department?

10. In determining the success of strategy, what percentage of your time is devoted to looking outside your organization to external issues, such as marketplace concerns and technological development?

hmm...

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

PRODUCT SPOTLIGHT: Laser Products

Even as basic as laser printing seems, having a variety of products to suit your customers' needs is crucial. Of course, it is important for the facstock to print crisply on flexo and laser equipment, but it is also important to have the right adhesive to match the job beyond the scope of the widely used general purpose permanent. We offer more than a half dozen different facstocks with various adhesive options -- and all are on our Trimless program! So, whether you are looking for film or paper; coated or uncoated; matte or gloss; general purpose, cold temperature, or removable adhesives, we have a product for you.



DiversiPrint® uncoated laser product is available with 4LZ™ for general purpose, ATP™ for all temp applications, and two removable options. **DiversiPrint® Cover**, with over 95% opacity, is also available.

Ultra Matte™ is a matte top coated product that prints beautifully via flexo and laser, and is appropriate for handwriting by the end user.

Semi Gloss Layflat is popular for both black-and-white and color jobs using desktop and commercial printers. It is available with permanent and removable adhesive options.

Xtraglos™ is a high gloss top coated facstock with 90% gloss and an outstanding blue-white shade many users prefer.

Laser Latex is a latex impregnated paper with more water resistance than standard papers, but costs less than polyester or vinyl film options.

Laser Polyester options include Gloss Clear, Matte White, and Matte Clear products.

Of course, applications and printer setting vary so end use testing is always recommended. It is important for the end user to check their printer settings and make sure they are happy with the combination of flexo and laser print for their job.

As always, contact your Sales Representative or our Technical Consulting Team (877-210-5104) for help when choosing the right product to fit your needs.

For samples or pricing, please contact your Sales Representative.



In the Words of our Customers

"Paula (Sales) and Cindy (Customer Support) are awesome! Both are very responsive and won't rest until issues are resolved. I feel as much a part of the [Spinnaker] family as you do." - Daryl, NH