

What brings back childhood memories like a kiddie sticker?

Spinnaker can provide the right products to keep those memories alive.

See Product Spotlight inside for information.



Spinnaker Coating Newsletter

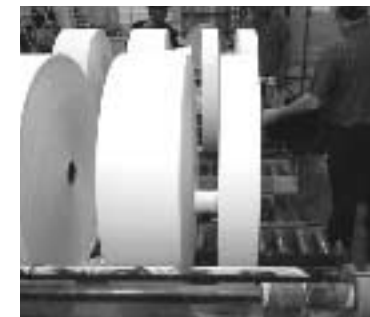
Committed to providing *every customer* the best service in the PS industry

Spinnaker to open SDC in Atlanta!

We are happy to announce the opening of our newest slitting distribution center just outside of Atlanta, Georgia. We can now offer our customers from Tennessee to Florida, and Louisiana to North Carolina, better delivery performance, with the same level of customer service you have come to expect from Spinnaker. "We are very excited to be opening this slitting center in Atlanta, which will allow us to provide much faster deliveries to the Southeastern U.S. than ever before," said Brady Glett, VP Roll Products. "We have a great staff in place, and they share our excitement about what we feel will be a milestone event in serving our customers." This new facility is equipped with two slitters, along with other finishing equipment, to help serve the needs of our customers.



Some orders have already shipped from our new SDC, as we have begun early production. Our team is working hard to be fully-operational within the next few weeks.



Co-workers formed a high-5 tunnel for a good luck send-off to Julie on Friday before the race

Employee runs Boston Marathon

Julie Blair, one of Spinnaker's Planners, competed in her third Boston Marathon (26.2 miles) on Monday, April 16. She completed the event in 4 hours, 2 minutes, and 42 seconds. She said the 90° heat was definitely a factor in her performance. "I hoped for around 3 hours, 30 minutes, but I had to run smart," she said.

to." (Yeah, right!) She said if you are not currently a runner, it is a good idea to give yourself a year to train to get your heart and body in shape.

Julie spent four months training for this particular race. She ran between 35 and 50 miles per week, had hill workouts, and included four 20-mile runs in her regimen. "This is the hardest course I've ever run because of the hills," she said.

In addition to running for herself, Julie also volunteers for a program called Girls on the Run as a running buddy. She is paired with a 4th grade girl and will run with her as she participates in 5K (3.1 miles) events. Her first race will be mid May. According to their website, www.girlsontherun.org, it is a non-profit prevention program that encourages preteen girls to develop self-respect and healthy lifestyles through running. Their curricula address all aspects of girl's development—their physical, emotional, mental, social, and spiritual well-being.

This is Julie's 13th marathon and she urges others to give it a try: "anybody can do it if they want

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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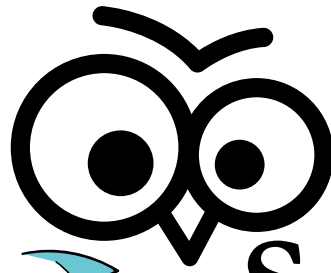
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Tech talk

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.

Summer labeling mindfulness

As summer weather approaches, so do concerns about changes in performance with pressure sensitive constructions.

Why can adhesive performance change in hot weather?

As temperature and humidity increase, the vast majority of PS adhesives get softer, leading to tackier edges and higher release values.

Are some adhesives more problematic than others?

Service temperature range can provide some indication of potential issues. Adhesives with a lower service temperature range will typically be more problematic in summer months. Cold temperature, freezer grades, and heavy coat weight adhesives are the most affected by temperatures. Compared to

paper constructions, film constructions tend to show more edge ooze issues because the film face does not absorb any of the adhesive the way a paper face does. Hot melts are often tackier than acrylics, but not always. So, freezer adhesives like Frostbite™ are much tackier in summer months, while general purpose adhesives, such as BP-52 and BP-164, are the least affected.

Why is release a factor?

High heat and humidity naturally increase release values of siliconized liner by as much as 30%, which can lead to matrix breaks or dispensing problems. This can also be problematic when completing trials for a new application where the tight release is actually helpful for a small label, and then has pre-dispensing failures in the field later in the year when temperature and humidity are lower.

Why do I see more curl on layflat products in the summer months?

As temperature and humidity levels in a press room move farther from 70°F / 50% RH (relative humidity), curl is induced in a construction because they are designed for best performance at 50% RH. In high humidity, the liner will typically pick up more moisture than the facestock, causing face curl. This is even more apparent in film face with paper liner constructions, because film facestocks do not absorb any moisture from the air.

Since hot summer temperatures can't be avoided, what can I do?

Well, you don't need to move to the Arctic Circle where other low temperature, low humidity issues may occur!

Try to keep the press room as stable as

possible, and allow rolls to acclimate overnight if there are issues. Converters who do not have climate controlled converting areas can try spraying the ends of the rolls lightly with silicone before converting (care must be taken to make sure spray does not get into the printed areas of the web). Keep in mind that labelstock that has been in a truck for hours or days has likely seen temperatures up to 175°F and may need time to cool down. And when storing rolls in vertical racks, the temperature at the ceiling may be 10 to 20 degrees warmer than on the floor. Pack converted rolls into airtight bags before boxing to protect them from moisture fluctuations, and advise end-users to remove them as needed and leave the balance stored in bags.

Many leaders know that there is a direct correlation between employee engagement and profitability, and that few aspects



How engaged are your employees and what does it mean to you?

Employee engagement is the key to bottom-line profitability, but recent studies show that motivation and engagement is declining among workers. One staggering result shows that 71% of American workers are not engaged or are actively disengaged.

of leading are more important than engaging their people. Your people are the face of your brand; your secret ingredient that adds value; your most powerful tool to compete; your largest business expense; your foot soldiers; and your idea creators and idea executers.

Lesson Learned:

Engage them or lose them — the choice is yours.

-- Sam Geist

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

Sam Geist lectures, facilitates workshops and conducts training seminars on sales & marketing, the changing marketplace, leadership, differentiation, customer service and staff motivation. His three books, "Why Should Someone Do Business With You...Rather Than Someone Else?", "Would You Work for You?", and "Execute...or Be Executed" are available in bookstores everywhere, published by Addington & Wentworth Inc.

Survey Says??

If you responded to the recent 4-question survey we emailed — thanks! We look forward to reviewing all of your comments and suggestions.

Our last 4 surveys have shown that Spinnaker ranks dramatically ahead of the average U.S. Company in building customer loyalty. The survey methodology we employ enables us to calculate a Net Promoter Score (NPS), a unique method of measuring customer loyalty detailed in a highly-praised book entitled "The Ultimate Question." The scores are driven by scaled answers to a simple question: *Would you recommend Spinnaker to an associate or colleague?*

You don't have to wait for a survey to provide feedback; we are always open to your comments. Please let us know how we can help your business.

Net Promoter Score and NPS are trademarks of Satmetrix Systems, Inc., Bain & Company, Inc., and Fred Reichheld.

PRODUCT SPOTLIGHT Kiddie Stickers

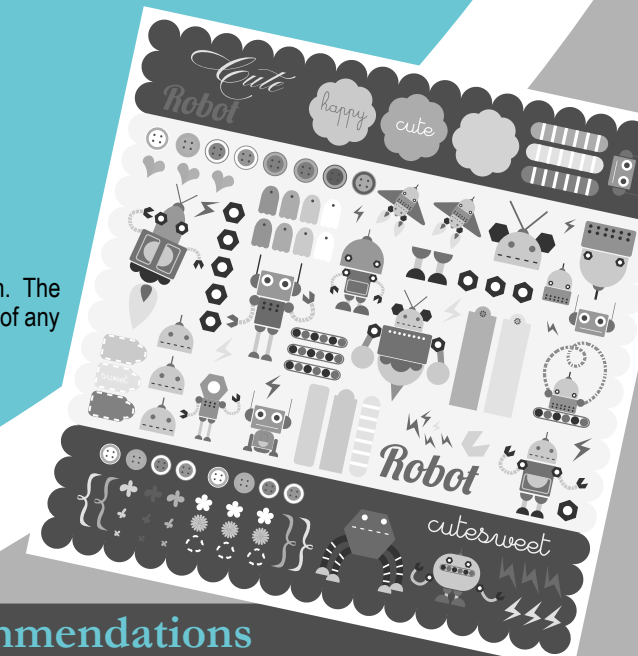
We understand the fine details and sharp corners that can sometimes go into die cutting kiddie stickers, so our recommended products work very well for your converting needs.

When your customer calls you with a kiddie sticker opportunity, you can rest assured that our products meet the required safety regulations to protect the health and well being of the children who will use them. The adhesives that we would recommend for this application all comply with the Consumer Product Safety Improvement Act of 2008 (CPSIA). If you are not familiar with this Act, it ensures that the goods are free of any heavy metals, such as lead. Our products also comply with regulation 16 CFR 1500.3, which ensures the product will not cause irritation to the skin, and will not be toxic if orally ingested.

The question then becomes whether you should use a permanent or removable adhesive. Of course, parents would prefer to hear that the stickers have a removable adhesive. However, the fact is that many kiddie stickers use a permanent adhesive. This is up to the end user to confirm what they need. If you have a need to strip the matrix, this could require a special release depending on the shape of the sticker.

The following Trimless items are the products we would recommend for kiddie sticker applications. For the removable adhesives, we always recommend testing on the end use applications. As always, feel free to ask your Sales Representative or Technical Consultant for help when choosing the right product to fit your needs.

For samples, pricing, or literature, please contact your Sales Representative or go to spinps.com.



Kiddie Sticker Recommendations

For Roll to Sheet Removable Applications
Semi Gloss Layflat / HTR-1 / 3.2 mil

For Roll to Roll Removable Applications
60# Premium Semi Gloss / GPR / 40#
Ultra Matte™ Litho / GPR / 40#

For Roll to Sheet Permanent Applications
Semi Gloss Layflat / BP-52 / 3.2 mil
Ultra Matte™ Litho / 4LZ / 3.2 mil
60# Premium Semi Gloss / BP-52 / 8pt. PPL
(8pt. PPL allows for process printing on the liner)

For Roll to Roll Permanent Applications
60# Premium Semi Gloss / BP-52 / 40#
Ultra Matte™ Litho / BP-52 / 40#

In the Words of our Customers

"I just got done taking your survey. Spinnaker makes my job so much easier by educating me, being pro-active and very responsive. I wish I had more vendors that went above and beyond. You have a way of making things go very smoothly for me and I really appreciate that. Your customer service is outstanding and when the survey asked what I would like to see changed I honestly couldn't think of anything."

- Tim, IL