

What can YOU do with Transfer Tape?

See inside for our

PRODUCT SPOTLIGHT

Coating is our Business. Service is our Passion.



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Spinnaker Coating Newsletter

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

Spinnaker's Marketing Team



L-R: Shauna Jackson, Julie Billing, Chris Caldwell, Nikki Burke, Nancy Klaar

The Spinnaker Marketing Department is involved in a variety of tasks to launch each product and service. The entire Team is dedicated to ensuring that we provide the best product options and services to meet every customer's needs.

Shauna Jackson, Communications Manager, develops both the concept and design for the product literature used to support our customer communications and sales effort. She also serves as a communication resource to every part of the organization.

Julie Billing, Roll Product Manager, identifies opportunities and implements marketing strategies for the product line. She also works with many departments and teams to bring new products and services to market.

Chris Caldwell, Price Analyst, handles all day-to-day pricing decisions and many related activities. In addition, he leads project teams for various products.

Nikki Burke, Marketing Specialist, works with many project teams to bring new products to market and improve existing products. She is also key in maintaining and distributing the Trimless lists and Product Guide.

Nancy Klaar, Market Manager, monitors and reports on trends that affect the labeling industry and our customers. She also conducts market research through customer visits, calls, and surveys, oversees the SpinPS web site, manages Spinnaker's CRM system, and chairs the customer newsletter team.

Back to basics

As marketers we all need to keep our priorities in order during these unusual economic times. According to a recent article in *Advertising Age* magazine, top level marketers surveyed are getting back to basics and ranked the following in importance.

- 79% customer satisfaction
- 76% customer retention
- 65% marketing return on investment
- 61% brand loyalty

Quick Facts Often labels will mirror the surface they are applied to.

Example: bumpy surface = bumpy looking label

Using a stiffer or thicker facestock may help mask this issue, but a heavy coat weight of adhesive may also be required if a thicker face is used.

Quote for difficult times

"All the adversity I've had in my life, all my troubles and obstacles, have strengthened me . . . You may not realize it when it happens, but a kick in the teeth may be the best thing in the world for you."

-- Walt Disney

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.

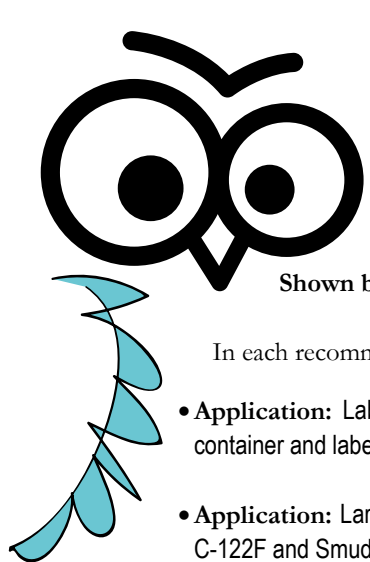
Our success will be achieved by:

- 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

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.

Shown below are a few application questions posed to our Technical group in November and December. Call our Technical Consulting Hotline @ 877-210-5104 with *your* questions today.

In each recommendation we advise the converter to test samples for suitability of adhesive and facestock in actual application.

- **Application:** Label to seal a cosmetic bottle. **Recommendation:** SafeTE™ Synthetic / BP-164. Additional suggestion to test outer container and label for any contamination from contents that could act as a barrier to adhesion.
- **Application:** Large Thermal Transfer label used 3-6 months outdoors. **Recommendation:** Test 3 mil TC Matte White Polypropylene / C-122F and Smudgeproof Kimdura FPG-80 / C-122F both with 50# liner. Also critical that they test the ribbon they plan to use.
- **Application:** Label applied to cold, dirty metal surface. **Recommendation:** Try Frostbite™ adhesive or C-122F on 3 mil TC Matte White Polypropylene. Remember contaminants such as dirt, oil, and dust can be a barrier to adhesion between a label and the final surface it will be applied to.
- **Application:** Damp steel surface outdoors. **Recommendation:** Test C-122F for adhesion. Facestock to be determined based on desired longevity of label.
- **Application:** FDA-compliant freezer adhesive application. **Recommendation:** ATP™ adhesive which can be applied as low as -20°F or Frostbite™ which can be applied at temperatures as low as -15°F. Both can be used in applications requiring indirect food contact.

If you have any questions on these recommendations please call our Technical Hotline at 877-210-5104.

News

A growing market in a down economy

The Disposable Medical Device market has a bright growth trend for the near future based on a December 16, 2008 press release from Koncept Analytics (www.konceptanalytics.com). The release notes that the "United States is the largest market for disposable medical devices, closely followed by Europe and Asia." The aging population in the U.S. and Europe is mentioned as one of the important contributors to the growth of this market.

A recent Frost and Sullivan report (www.frost.com) also stated that the growth in the Medical Device Industry is attributed to the aging population, and in the U.S. is expected to continue to grow through 2013 to around \$138 billion from revenues of \$75 billion in 2006. The overview for this report refers to the following segments associated with this growth potential; cardiovascular, neurology, cosmetics, aesthetics, and orthopedics. According to a recent First Research study there are over 12,000 companies in the U.S. that manufacture medical supplies and devices made up of both large and small companies.

These products carry a variety of labels, some of them currently using Spinnaker products. Call your Sales person today to find out which base stocks and adhesives work well on these types of products.



Decurling unit sparks conversation

We are happy when an article or application in the Newsletter fosters additional conversations. The Tech Talk section of our October Newsletter showed the decurling unit that was designed by Spinnaker for one our customers. This stimulated additional conversations regarding curl issues. The following explanation may be helpful information regarding curl.

CD (Cross Direction) curl is normally a moisture issue and may be remedied by remoisturizing the back of the liner with steam, water spray, or even printing water using a flexo station. However, too much moisture will cause a different set of problems.

MD (Machine Direction) curl, also called roll set curl, may be a result of mechanical tension on roll-to-sheet products. The decurling unit seen in the October Newsletter had bars on each side of the web to allow for an adjustable tension to address this potential problem.

If you would like additional information on the decurling unit, please email michael.walliser@spinps.com.

LABEL LORE

QUIRKY FACTS FROM THE LABEL INDUSTRY

How often can you eat your mistakes?

In *They Built an Industry* by Bill Klein, Dick Cupuzzo from General Trademark in New York recalled the company his grandfather founded in Italy which made printing rolls out of molasses. "And it was great because you could eat your mistakes."

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

Transfer Tape

Transfer Tapes are generally used to add adhesive to difficult or unwieldy products that can't really be coated -- just imagine trying to apply adhesive to bubble wrap so that you could stick it in your cartons! Transfer Tapes consist of two liners married together with an adhesive. One liner is removed and the tape is laminated to the substrate. Then, the second liner is removed and the coated product is applied to the final surface. For consumer goods, only one side may be applied and the remaining liner left in place for the consumer to remove and apply.

Where can you use transfer tape?

- envelope and bag closures
- nameplates
- oddly-shaped products
- lamination or splicing
- create custom gum patterns of varying sizes and shapes as needed
- laminate existing items in your portfolio in small amounts, avoiding higher minimums for specialty items

Our stocking Transfer Tape is available Trimless from Troy in quantities as small as 3" x 5000'. The stock construction consists of a 50# and 40# variable release kraft liner coated with SP-924, a general purpose acrylic adhesive that works especially well on corrugate and plastics.

Many custom options are available. Call your Sales Rep or Customer Service for more information.

In the Words of our Customers

“I wanted to thank you for the exceptional response to my dilemma last Friday. You were able to, on a very short notice, pull out all the stops to get your technical team involved on the best adhesive solution for my customer's application. As always, your response and ability to make things happen is greatly appreciated.”

- Karen, OH December 2008

Did you know?

Spinnaker accepts orders generated via Label Traxx™. Label Traxx is job management software from Tailored Solutions, specifically created for **narrow web flexo printers**. For more information on Label Traxx visit www.tailored.com.

If you use Label Traxx software but aren't set up at Spinnaker, call us today.