Going to Labelexpo? Please stop and see us at booth #647

Enter a raffle for an iPad, get a souvenir photo taken,
enjoy some snacks, relax, and talk with people who can make your life easier.

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Spinnaker Coating Newsletter

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

Races celebrate local festivity

Troy, Ohio residents enjoyed the 35th annual Bed Races, the kick-off event of the Strawberry Festival, on Friday, June 1. Local companies and clubs assemble 5-person teams to participate; Spinnaker was represented by two teams consisting of people in sales, pricing, technical, the promotional support center, and coating and finishing.

Each team had to race the bed down one side of a parking lot, stop, quickly turn the bed around, and then before continuing back to the finish line, complete a few silly tasks. Four members of each team had to take turns flipping a large and heavy tire across part of the lot and back before tagging off to the fifth member for their task. In keeping with the Mardi Gras Berries theme of the 2012 festival, the fifth member of the team had to eat through a small strawberry pie to find three coins buried at the bottom (similar to the King Cake tradition, but definitely messier). Oh, and the driver of each team had to hold onto a baby doll the entire time, not letting it touch the ground at all. Finally, the team had to quickly run back to the bed and race to the finish line. Spinnaker's beds came in 3rd and 5th place!

Who is Ron Dye?

There aren't many people who have a conference room named after them in their own lifetime….but Ron does.

Ron Dye, Director Facilities Engineering, has been with Spinnaker since April of 2002 and in the converting industry for over 34 years. Ron comes from a family of engineers, and with a bachelor's degree in mechanical engineering, Ron is an integral part of Spinnaker; he's the go-to guy for project engineering, facilities, and environmental affairs.

Over the last several years, Ron's expertise has been key in getting our new SDC's (Slitting Distribution Centers) up and running. His dedication is not only a benefit to Spinnaker, but to our customers as well. Ron designed a decurling unit to minimize roll-set curl when a customer was having issues with their equipment. This is just one example of how he uses his talents however they're needed. "I have always enjoyed project and design engineering, probably because of the joy of seeing something you are a part of coming to completion," said Ron. He also says he has a very understanding wife who has to put up with his long stints away from home while he's working at the SDCs.

And the Ron Dye Pavilion (conference area) was given that name as he was designing and building the large meeting area for Spinnaker in 2004. As Ron says, "I came back from lunch one day to find a hand written sign taped to the wall of the structure saying The Ron Dye Pavilion — and the name stuck. I am very honored."

Thank you, Ron, for your dedication, hard work, and your focus on doing things that benefit label converters.

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

SPINNAKER COATING

07/12

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.

Freeze!

Do freezer labels face unique problems?
Yes, because frozen label applications face more changes in the environment than many other packaging types. There are four categories of frozen package labeling, and each has its own concerns.

What are the four categories of frozen package labeling?
1) The package is already frozen, and the labels are also being applied in a freezer environment. In this case nearly all labels are hand-applied, and finding an adhesive that will adhere initially and stay adhered is the issue. Frost is especially problematic in this case because often a label applied may stick to the frost temporarily, and then when the product warms up, the label falls off because the frost is gone. While excessive frost will prevent adhesion, Spinnaker's Frostbite™ adhesive is usually a good option for light frost, and ATP™ or B-122™F may be worth trying on some frost-free applications.

2) The package is frozen and brought into a warmer area for labeling (25° to 45°F). This is especially problematic because even if the packages are labeled immediately, condensation will build quickly. The key here is using an adhesive that will stick through light condensation. In most cases a hot melt is the best solution because the oils in the hot melt adhesive help repel the condensation, allowing the adhesive to bond to the substrate.

3) The package is frozen and shipped, and then an additional label is added at the retail location — maybe a sale or weight sticker, for example. These are often added in more open environments, such as the aisle of the store, and then the product is placed in the open bin or shelf immediately after labeling. Condensation in these cases can often be heavy enough to require wiping down the package where the label will be applied since no adhesive will actually stick to water!

4) A product is made at a cool temperature (35° to 45°F), labeled, and then put in a blast freezer. Typically any cold temperature adhesive, such as BC-20™ or SC-21, will do well in these circumstances.

What is the difference between flash freezing and blast freezing?
These terms are used interchangeably, and refer to quickly freezing foods such as vegetables or fish. Standard freezers are slow, allowing condensation to build on the package while moisture is driven out of the food. This can alter the appearance of the package, label, or the food, even causing freezer burn. Blast or flash freezing freezes the food very quickly, preventing condensation on the outside or larger frost build up on the inside of the product. Once frozen, the package can be moved to a conventional freezer.

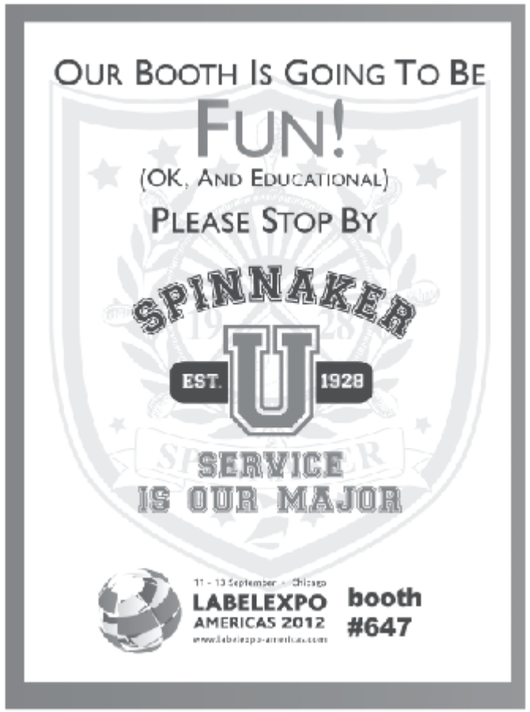
What temperature range should I test for freezer packaging applications?
It varies a little, but probably colder than you would expect, which only adds to the application confusion. While water freezes at 32°F, food is typically stored at much colder temperatures. Generally speaking, a grocery or home freezer ideally ranges from -10°F to 0°F. In a packaging environment, temperatures reaching -15°F are quite common, though ice cream or other products prone to melting may be held at -40°F. Shipping temperatures for frozen foods typically fall around -20°F.

What about cryogenic applications?
Cryogenic labels fall into two types. These are often for medical applications, where the goal is to reach a temperature where the molecules nearly stop moving, thereby preserving a specimen. Those with dry ice which will reach -109°F and true cryogenic applications using liquid nitrogen, are expected to be below -150° to -300°F.

What other factors should I consider?
Any issue which would normally make a package more difficult to label is magnified in a freezer setting. Dirt, dust, oils, or textured packaging will all decrease adhesion of even the best products, and adding freezer application temperatures may be the final straw. Wrinkles may appear in a label when buckling occurs because the package is shrinking more quickly than the label, such as a shrink film with a paper label. Also, keep in mind that most freezer grade materials, such as Frostbite adhesive, are not designed to work in warm temperatures and you may see issues when using them above room temperature.

Finally, don't forget the substrate! If a product doesn't perform well on a particular plastic for example, it will only be worse in a freezer environment.

Labelexpo is coming



PRODUCT SPOTLIGHT

Frozen food labels leave you feeling cold? There are a lot of factors to consider, but solutions do exist.

Most facestocks are appropriate for freezer use, but keep in mind that paper faces may wrinkle on shrink films or other plastics. Since papers will also deform if they get wet from condensation, typically a varnish or overlam is recommended for papers. For labeling packages in a freezer where the packages are already frozen, Frostbite is a great option. Frostbite is a hot melt freezer adhesive that does well in blast freezer and other inhospitable conditions, even with light amounts of condensation or frost. Packages being brought into warmer areas for labeling often have condensation, and a hot melt such as BC-20 or Frostbite are both good options since the oils in the hot melt will help repel some water for better adhesion. For products labeled at room temperature and then blast frozen, BC-20 is a good choice, with Frostbite available for cases where light frost or grease might be present on the packaging. If an acrylic must be used, ATP or B-122F are good candidates. For textured surfaces, C-122F may also be good for testing.

Spinnaker's Trimless program carries BC-20 and Frostbite hot melt adhesives, as well as all temps B-122F and ATP, on a wide variety of facestocks. Have more questions? Contact Technical Consulting at 877.210.5104 or your Sales Representative.

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

Freezer products for PRIME label applications:

60# Premium Semi Gloss / ATP / 40#

60# Premium Semi Gloss / BC-20 / 40#

2.3 mil TC White Polypropylene / Frostbite / 40# (BC-20 and B-122F also available)

2.0 mil TC Clear Polypropylene / Frostbite / 40# (BC-20 and B-122F also available)

Freezer products for VARIABLE label applications:

ScanTherm™ Ultra direct thermal paper / Frostbite / 40#

3.0 mil TC Matte White Polypropylene / Frostbite / 40#

Smudgeproof Kimdura® FPG-80 / C-122F / 50#

In the Words of our Customers

"Thanks for your support. I would not be able to get this business without your help and products. Your trimless line has helped me open up new business."
- Mark, GA