

Tired of getting roughed up by textured surface applications? SureLock™ can help.

See Product Spotlight inside for information.

Spinnaker Coating Newsletter

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

Get to know the Spinnaker site managers—the overseers of your slit rolls



Joe Zimmerman (Troy, OH)

Tom Ferrin (Chicago)

Carlos Jaramillo (New York)

Duane Thompson (Atlanta)

Alfred Guerra (Los Angeles)

We thought it would be interesting to share the inside scoop on our five Site Managers, and let you put at least one face to your slitting distribution center. Meet Joe Zimmerman (Troy, OH); Tom Ferrin (Chicago); Carlos Jaramillo (New York); Duane Thompson (Atlanta); and Alfred Guerra (Los Angeles). Our SDCs are a vital part of our business operation, and these are the folks who make sure the final product arrives as specified.

Below are four questions they were asked and their responses:

What do you enjoy most about your job and working at Spinnaker?

Joe: The camaraderie with all of the personnel and the gratification of our successes when dealing with the regular day in/day out challenges.

Tom: The interaction with the employees and how each day brings something different.

Carlos: The people. Not only the folks at the corporate location but all my peers at the other sites.

Duane: Working with dedicated employees is by far the best part of the job. I take pride in knowing that the Spinnaker Team created our products, and that we are the last step in producing a quality end product for our fabulous customers.

Alfred: Meeting our customers' needs and expectations, and finding ways to process additional orders even when we're "slammed" because

our goal is to keep our customers happy and to grow our business.

What's your favorite Spinnaker product?



Joe: Hmmm, I suppose our holographic rainbow product because I like its appearance and the spectrum of colors it produces.

Tom: I am partial to the shiny material, so

Bright Silver Metallized would be my favorite.

Carlos: This is very difficult to answer...I can't really pick a favorite.

Duane: I think our most unique product is Tyvek. I enjoy working with it.

Alfred: I'd have to say that my favorite product is Premium Semi Gloss because it runs very well.

Who's your favorite band or music entertainer and why?

Joe: Shinedown; their music covers a wide range of rock, with very good lyrics. I met them when they first got together and still have their autographed photo as a memento.

Tom: I am a classic rock lover, so bands like Kansas, Foreigner, Boston, and Journey. I grew up in the 70's so listening to them brings back so many good memories.

Carlos: I am an old fashion kind of person. I grew up with Old Blue Eyes and The Rat Pack...those were good years and I do miss them, but I keep their music close by as a reminder.

Duane: Since I am from the South, I (article continued on page 3)

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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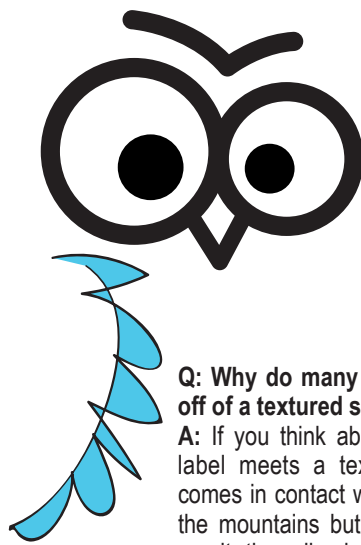
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Textured Surfaces

Finding the right label to stick on a textured surface can be tricky. We can help.

Q: Why do many labels lift or even fall off of a textured surface?

A: If you think about the points where a label meets a textured surface, it only comes in contact with the highest parts—the mountains but not the valleys. As a result, the adhesive may only be touching 50-75% of the surface instead of 100% of the surface. Less area to stick to will result in less adhesion. In addition, the actual materials that many textured surfaces are formed from would be difficult to label as a flatter surface. Picture burlap or carpet back for example; it has a grid pattern, and then each little thread that the adhesive touches is actually several twisted fibers making another smaller texture. Plus, the fibers are porous and soak up the adhesive. Concrete block usually has moisture content and is often applied in low temperature, dirty environ-

ments. All of these factors add to the complexity of textured surface labeling.

Q: What adhesive attributes help with adhesion to textured surfaces?

A: For highly textured surfaces, a heavy coat weight of some adhesive types will help if it's the right adhesive. Not only is an aggressive adhesive often needed, but an adhesive that has enough flow to sink into the nooks and crannies of the textured surface is key. This allows the adhesive to attach to more surface area than a harder, less fluid adhesive.

Q: Why are adhesives recommended for textured surfaces often harder to convert?

A: Many adhesives for textured surfaces are double the coat weight of regular adhesives, which allows more adhesive

ooze, impeding the converting process. The fact that an adhesive that grabs into the nooks and crannies must be able to flow, only aggravates the edge ooze issue.

Q: Is there a way to balance the adhesive ooze with the attributes needed to flow into textures?

A: A balance of the application and the converting is key. Going with a coat weight high enough to do the job but not go overboard will help. Spinnaker's SureLock™ adhesive (which is a heavier, but not double, coat weight), is designed to strike this balance better than many others in the marketplace. You should also consider label design as well, by keeping the shapes you are converting as simple as possible (rectangles, not stars), and use rounded corners where possible.

How comfortable are your employees and co-workers?

Companies do better if employees feel comfortable about speaking up and about giving vital input (even if it's negative) according to this survey of 300,000 employees.

- Nearly 50% of executive teams lack information they need to manage effectively because employees withhold vital input out of fear the information will reflect poorly on them.
- Only 19% of executive teams are promptly informed of bad news that is material to their firm's performance.
- Companies rated by employees as being in the top quartile in openness of communication deliver, on average, shareholder returns of 7.9% over a recent 10 year period. Companies rated in other quartiles averaged 2.1%.



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

Spinnaker Site Managers Cont.

(continued from page 1)

have grown up listening to Southern rock. One of the better groups to come from the South in the last ten years is Kings of Leon. I also like The Black Keys, a band from Akron, OH.

Alfred: I don't have a specific favorite, but I sure enjoy The Blues.

What's your favorite way to relax and/or have fun?

Joe: My favorite way to relax is a nice fast walk through the woods or along the river; my favorite way to have fun is getting together with good friends, listening to a good band and enjoying good food.

Tom: This one is easy...it would be having some good food, drink and listening to some good music with family and friends.
Carlos: enjoy a walk after I get off work; I like to sit and watch a good

Chicago Cubs game in the summer; or watch a repeated episode of any of the Star Trek series. On weekends, I enjoy a nice Bombay Sapphire on the rocks!

Duane: Spending time with my son Logan (5) and my daughter Chloe (10). My wife and I also enjoy running various 5k and 10k road races. I have plans to try a half marathon within the next year...maybe!

Alfred: Spending as much time as possible with my son, Jason; right now he is really into learning how to fly kites!

Just like the rest of the Spinnaker team, our site managers are dedicated to providing the best service in the pressure sensitive industry. You can be confident that these five guys will insure your order is processed in accordance with your requirements!

PRODUCT SPOTLIGHT

SureLock™ Adhesive for Textured Surfaces

SureLock adhesive is designed to grab quickly to non-smooth surfaces and then flow into the nooks and crannies to help keep the label on the substrate. At the same time, it runs with less build-up on press than other textured surface adhesives with significantly higher coat weights. It also has a good release profile to ensure you can dispense properly (many competitive products can only be hand applied). Testing is especially important with a textured surface application since the amount of texture can vary greatly, even on a single lot of bricks or blocks, for example. That said, SureLock is appropriate to test on wood, block, brick, burlap, and plastics. With a minimum application temperature of 25°F, it is appropriate for cold temperature applications in many outdoor uses.

As always, with hot melt adhesives you should comply with storage recommendations for both converted and unconverted material. This is especially true in summer months to avoid excessive ooze and converting issues.

Applications: brick • block • burlap • textured plastics • unfinished lumber • logging operations • cloth

Several options are available Trimless in as little as 3" x 5,000':

- 2.0 mil Clear Polypropylene / SureLock / 40#
- 45# CTT / SureLock / 40#
- PrimeScan® / SureLock / 40#
- 3.3 mil Durable Polypropylene / SureLock / 40#
- 4.0 mil Matte Polypropylene / SureLock / 40#

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



Literature with sample die cuts available

In the Words of our Customers

"We use Spinnaker whenever possible because you have the best customer service and go above and beyond to help us with our jobs and problems." - Larry, CA