



Coating is our Business. Service is our Passion.

# PRODUCT SPOTLIGHT

See inside for our

## Looking for a reasonably-priced, effective, cover-up film?



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# Spinnaker Coating Newsletter

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

## Greetings from Lou Guzzetti



I am pleased to welcome you to the first edition of the Spinnaker bi-monthly newsletter. Our goal will be to present to you in each edition at least one idea that will help you run your business and make it more profitable. We will also use this forum as a way of introducing you to

the many members of the Spinnaker Team who are devoted to meeting your needs. Although Spinnaker Coating, LLC is a new company, formed in 2002, we are heirs to a tradition of service that has been providing label converters with quality products for more than 80 Years, beginning with Brown Bridge Industries in 1928. A focus on unparalleled service has been a critical part of this tradition, more so than ever today, thanks to the dedicated people who work in our company-owned locations in Ohio, Illinois, and New York, and in our partners' facilities in California and the state of Washington.

Although we hope that all converters will find this publication to be useful, we expect that it will be particularly

helpful to those who wish to enhance their understanding of the nuances of pressure sensitive products. In that regard, in each edition we will present specific information about products, techniques, and customer success stories that should help you solve problems and grow your business. However, the most important goal of the newsletter will be to make you aware that experienced people in the Spinnaker organization are always available to help you deal with the often complicated issues associated with selecting and processing PS products - *whether or not you currently are a customer*. We urge you to take advantage of the knowledge and judgment of the Spinnaker Team. For those of you who haven't experienced our

industry-leading service, we ask that you take a few minutes to read "Spinnaker Service, In the Unsolicited Words of Our Customers" (click the link on the homepage of our website at [www.spinps.com](http://www.spinps.com)) to get a better sense of what we are talking about.

Thank you for taking a moment out of your busy day to read this letter. If you ever have any suggestions for future articles, or ideas about how we can better serve you, please contact Nancy Klaar at 937-332-6513 or at [nancy.klaar@spinps.com](mailto:nancy.klaar@spinps.com).

Sincerely,



Chairman & CEO

## Spinnaker's Technical Consulting Team

The experts on our Technical Consulting Team have over 120 years accumulated experience in the industry and are available to answer questions and trouble shoot your problems. Combine that with the passion for responsiveness that is a core element at Spinnaker and you truly have a winning Team on your side.

Technical Consulting Hotline: 877-210-5104

Michael Walliser	Director, Technical Consulting Group
George Casebeer	Technical Consultant
Kathy Alpaugh	Technical Consultant
Bruce Ruppert	Director, Product Development



George Casebeer, Kathy Alpaugh, Bruce Ruppert, and Michael Walliser

## 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





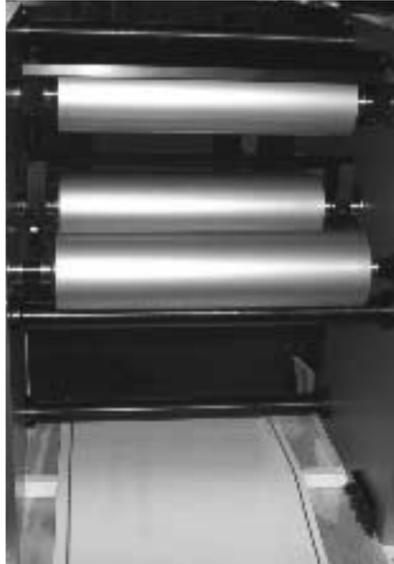
# Tech talk

THE CONVERTER'S GUIDE TO TECHNICAL KNOWLEDGE

Our Technical Consultants are available for PS Training sessions with your staff and your customers.

## Technical Consulting solves curl problem

- PROBLEM:** Our converting customer was having a challenge with roll-set curl with certain pressure sensitive products that had to be sheeted.
- INVESTIGATION:** Two Representatives from Spinnaker's technical team made a trip to their location and diagnosed the need for decurling equipment on their press. Another trip was then made to the end-user to understand whether or not there were any additional issues contributing to the customer's performance problem.
- SOLUTION:** Spinnaker Engineering designed a decurling unit and traveled to the converter to take measurements on the press to which this would be installed.
- RESULTS:** The customer received the unit which they said was easy to install. The first roll that they tested was one that they couldn't run before, due to roll-set curl that is inherent in roll products. They were able to run this roll and end up with flat sheets. They were very impressed with the unit and it is working great.
- BENEFIT:** Savings thanks to reduced scrap and less down time. They now have a happy end use customer who isn't experiencing quality issues or returns due to curling.



The decurling unit

# News

## UPS Roll shipments?

That's right...Spinnaker began shipping single rolls from our Trimless program, via UPS from our Ohio, Illinois, and New York locations.

Our customers have been asking for a UPS shipping option, so we redesigned a box that would hold up to 150 pounds, and after extensive testing found a system that would hold a roll securely in place inside the box.

Roll parameters for shipping UPS are as follows:

- ▣ Rolls 6.5" width or less,
  - 3 inch cores,
  - 2,500 or 5,000 foot rolls up to 150 pounds.

Boxes can be handled with a dolly, giving you a more manageable package when you don't have a fork lift available.



A trimless roll being packaged for UPS shipment

## Congratulations Labelexpo Raffle Winners!

In sticking with Spinnaker's baseball theme at Labelexpo, 3 Nintendo Wii entertainment games were raffled. Congratulations to Mike Moskoff from The Flesh Company in St. Louis, MO; Tommy Gill from RayPress Corporation in Birmingham, AL; and Tom Yaggy from Accu-Label in Fort Wayne, IN. Have fun!

## Spinnaker receives Vendor of the Year Award from Labels Inc, Hampton, NH

Daryl Barnes, Planner/Buyer Manager, at Labels Inc. presented the award to Paula Williams, who represented the Spinnaker Team during the 13th annual event.



"SERVICE IS THE LIFEblood OF ANY ORGANIZATION. EVERYTHING FLOWS FROM IT AND IS NOURISHED BY IT. CUSTOMER SERVICE IS NOT A DEPARTMENT... IT'S AN ATTITUDE."

(phrasing on plaque)

# PRODUCT SPOTLIGHT

## 2.3 mil TC White Metallized Polypropylene / BP-164 / 40#

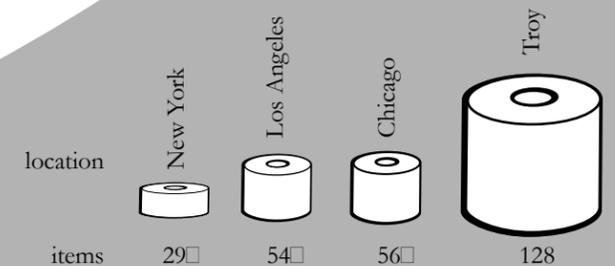
Looking for a reasonably-priced, effective, cover-up film? This metallized, gloss white polypropylene film may be your answer! The facestock is metallized on the backside, providing high opacity while maintaining the bright white appearance on the front for flexo or thermal transfer printing. The metallization may be used not only as a cover-up, but as a barrier to light or chemical migration. Paired with BP-164 adhesive, this combination provides excellent adhesion at room temperature when applied above 40° F for a variety of substrates, and it is suitable for indirect food contact (21 CFR Sec. 175.105). Once applied, it will withstand temperatures from -50 to 150° F.

Commonly used where high opacity is critical, such as:

- ▣▣ household chemicals; signage needing a barrier to light; relabeling for updated product information including directions, prices, and barcodes

This product, item #41304, is available Trimless from both Troy and Los Angeles with a minimum of only 3" by 5,000'. Samples and data sheets are available from your Sales Rep or Customer Service at 800-543-9452. At spinps.com, this construction is categorized under Prime Films / Polypropylene.

## A roll for every application



Trimless offerings total over 242 items when you combine the products from Troy, Chicago, Los Angeles, and New York. When you multiply that by the number of lengths and widths, the combinations for your applications are endless.

## In the Words of our Customers

“Sheila and Vickie went out of their way to meet my needs on a rush order.

Words can't even do this justice. I called in an inquiry to see if there was a chance of getting an item shipped on Monday . . . Sheila called back to help facilitate the order and ensure shipment. That's good service. Especially this late on a Friday.”