

## Freight challenges causing you headaches? We understand your pain.

Between rising fuel costs, electronic driving logs, and driver shortages, there is no wonder why the freight industry is in such turmoil right now. Due to the ongoing issues with capacity and the lack of drivers, and the potential for a UPS strike, freight shipping lanes are suffering more and more. With the abundance of shipments to pick up, drivers are able to be more choosy when deciding what to pick up and even how much. Truck space is highly valuable, and while this could be a good thing for drivers, it's leaving everyone else with headaches.

At Spinnaker, we are dedicated to communicating these challenges with our customers. One way we are trying to ease the pain is by re-evaluating ship points to give our customers

more accurate delivery estimates. Capacity has caused shipping lanes that were considered one-day ship points to now be two, sometimes even three-day ship points.

As we work to lessen the pain for our customers, we ask that you place your orders as soon as you can to ensure you receive product when you need it. Spinnaker will always try to pick the best route we can to get your material to you in the shortest amount of time.

If you have any specific instructions, such as delivery times allowed, how to get into your receiving dock, packaging instructions, etc., please be sure to contact your Account Manager at 800-543-9452.

Please accept this headache medicine as a token of our sympathy to help ease the pain — the struggle is real.

# Spinnaker Coating Newsletter

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



Spinnaker Coating is celebrating its 90th anniversary in 2018. The company, based in Troy Ohio, will commemorate the anniversary throughout 2018 with emphasis on celebration at the upcoming Labelexpo this September in Chicago.

Spinnaker was founded in 1928 as Brown-Bridge Mills, by two Troy, Ohio businessmen: Herbert Brown and Perce Bridge. From its humble beginnings as a manufacturer of water sensitive conventional gummed papers and cloths, Brown-Bridge saw its family of products expand extensively over the years, as the Company successfully developed and assimilated new adhesive technologies.

Over its 90 year history, the Company has undergone a series of ownership and business changes; one constant, however, has been the dedication and service orientation of our people:

- 1971, Brown-Bridge was purchased by Kimberly-Clark Corporation, the renowned paper-based consumer products company
- 1994, Kimberly-Clark sold the Company to an investment group, which changed the name in 1997 to Spinnaker Coating, Inc. and began to focus almost exclusively on the manufacture of materials for label converters that utilize pressure sensitive adhesives
- 2002, through another acquisition, the company became Spinnaker Coating, LLC. With this change the Company developed a Mission Statement focused on providing industry-leading service to what Spinnaker came to call the "underserved" segments of its markets
- On February 1, 2012, in one of the most significant developments in its long history, Spinnaker's investors chose to sell 100% of the Company to a newly-created Employee Stock Ownership Trust. This ownership structure allowed current and future Employee Owners, over time, to gain full beneficial ownership interest in the Company - without any personal financial investment!

"Today, our expanding product line is used throughout the label printing and converting industry in a wide variety of applications, including food packaging, health and wellness, chemical and drum labeling, as well as brand protection/security," says Mike Marasch, Vice President of Sales and Marketing. "Combined with the industry-leading service we provide to our customers, we strongly believe that the Company and our Employee Owners are well-prepared to continue to provide the service and innovation that our customers have come to expect from Spinnaker. We believe that we are positioned for a bright and thriving future for Spinnaker and all of its stakeholders."

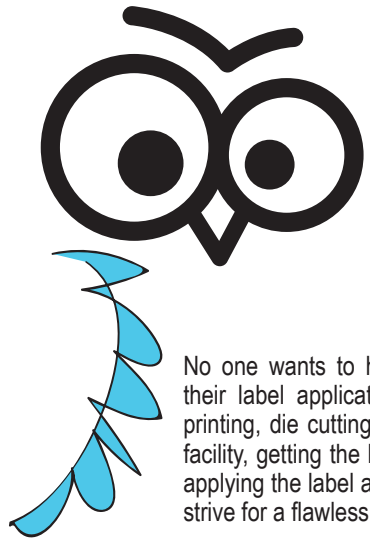
## Mission Statement

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



Can we help you? Call our Technical Consulting Hotline @ 877-210-5104 with *your* questions today.

## Help Us, Help You

No one wants to have a problem with their label application. Whether it be printing, die cutting, or sheeting at your facility, getting the label to stick, or auto applying the label at the end user, we all strive for a flawless process every time.

So, what to do when it doesn't go smoothly? Get us involved from the beginning. Our Technical Consulting team consists of four experts covering all area of the process. But, like any job, the best way for us to help you is to have the right tools up front. That means having the right samples and the right information to troubleshoot the product or process issue.

No idea where to start? Here's some basic information that will help us by topic:

**Have a new application? Remember: ASK SPIN.** If you provide the answers to the following questions, we can help you find the best material to test the first time.

- Application temperature
- Service temperature
- Kind of dispensing (hand or machine)
- Substrate (What is it? Is it smooth or rough? What is the finish?)
- Print types and precesses
- Indoor / outdoor? Wet / dry?
- Normal life expected

**In all cases, provide as much information as possible and provide samples of the actual problem.** If there is a web break, send both sides of the break and several feet each way. If it's an application issue, send material from the area where you had the issue—this may seem obvious, but we often receive material that tests within specification and later find out it came from a different roll or box of finished labels! We may also ask several of the ASK SPIN questions from above.

**Label won't stick.** Provide several feet of samples of converted and unconverted material at the source. Also, tell us if it's being hand applied or auto applied, to what surface (be specific), and in what conditions (temperature, wed/dry, indoor/outdoor). Note that we must have

at least 10-12" of unconverted material to do basic adhesion and coat weight tests—without unconverted material, we are limited in what we can troubleshoot.

**Label won't dispense.** Provide several feet of samples of converted material at the source so we can see what didn't apply, any breaks, etc. We must have 8-10' of unconverted material as well—all tubed loosely, no creases or folds. A video of the problem actually happening, and all the areas around that issue, can be especially helpful, or pictures if video isn't possible.

**Issues at converting?** Provide several feet of converted material at the source, and 8-10' of unconverted material—must all be loosely tubed, no creases or folds.

**Issue with curl or layflat?** Provide at least six sheets of converted material, and 5-10' of unconverted material, loosely tubed with no creases or folds. Also, provide the temperature and humidity conditions at time of converting and application.

We want to help you ensure that every new opportunity is trouble-free ... and stays that way. Providing basic information, and good samples when you do have an issue, helps us help you.

Have questions or other issues? Give us a call on the Technical Consulting Hotline at 877.210.5104.



25 - 27 September • Chicago  
**LABELXPO AMERICAS 2018**  
www.labelexpo-americas.com

## Are you going?

If you are heading to Chicago this September, we would love to see you. We are at booth #747. At this year's show, Spinnaker will be highlighting products for several key markets, including: food packaging, health and wellness, chemical and industrial, and security and brand protection. One of the featured products will be ScanTherm Industrial—a highly chemical-resistant direct thermal paper product.

We will also have a second booth in the digital equipment area—#6414—where we will highlight the expansion of our digital media offerings that print well on the various digital equipment presented at the show.

There will be giveaways, product demos, and much more. We look forward to visiting with you and discussing how our team can help you grow your business!

## PRODUCT SPOTLIGHT: ScanTherm™ Industrial

Finding a direct thermal facestock that is resistant to chemicals and higher temperatures can be challenging. Look no further. Spinnaker has your solution!

ScanTherm™ Industrial is a direct thermal paper with a chemically resistant topcoating that provides exceptional image durability in industrial environments where chemicals and other cleaners may be present. This product also has a higher activation temperature of 208° F, which offers more durability than a standard direct thermal product, with additional resistance to light, heat, and moisture. ScanTherm™ Industrial is currently stocked Trimless with three different adhesives, providing you options for general purpose applications, as well as those that are textured or difficult to stick to substrates:

ScanTherm™ Industrial / GripTight™ / 40#    ScanTherm™ Industrial / SureLock™ / 40#    ScanTherm™ Industrial / XYZ™ / 50#

ScanTherm™ Industrial tested well with the following chemicals: acetone | Isopropyl alcohol | hand sanitizer | xylene | peroxide | bleach

As always, we recommend testing for your specific end use. Questions about your specific application? Contact your Account Manager or Technical Consulting Representative today: 800.543.9452.



## Check out our YOUTUBE channel

Featuring demos of security products, BC-20™ adhesive, and a tenacious direct thermal paper

Search: Spinnaker Coating

Request a demo kit to see for yourself

