

**FOR IMMEDIATE RELEASE**

**Spinnaker Now Offering Ultra-Thin, Environmentally Friendly Bloom hi.impact® Liner**

*Innovative Mactac® liner increases profitably, productivity and efficiency*

**STOW, Ohio – May 19, 2023** – Spinnaker, a Mactac® company, announces its launch of Bloom hi.impact®, an ultra-thin, environmentally friendly release liner developed by Mactac.

At only 1.6-mils, the highly refined glassine liner is greater than 30% thinner than traditional liners. Helping to reduce liner waste, it has a more positive impact on the environment. It also delivers significant efficiencies to manufacturing, converting, shipping and transportation.

“Now that Spinnaker is part of the Mactac family, we are excited to have access to new sustainable solutions like Bloom hi.impact,” says Joel Ulrich, Senior Marketing Manager, Spinnaker Specialty Products. “With these products, Spinnaker customers and our customers’ customers reduce their impact to the environment while increasing their bottom lines.”

The environmental and productivity benefits of Bloom hi.impact can be seen along the value chain.

As a thinner liner, Bloom hi.impact offers 10% more material on the same original diameter roll, increasing productivity with less change-overs during printing and application, and less downtime. It reduces freight shipments and fuel usage for increased savings. Additionally, fewer shipments emit less freight CO2 emissions.

“Fewer change-overs in applying means less downtime and waste,” says Ulrich. “More labels per roll equates to fewer shipments so less freight, lower fuel usage and reduced fuel emissions. All of this contributes to a sustainable and positive impact for customers both financially and environmentally.”

From a performance standpoint Bloom hi.impact offers:

- An ultra-smooth surface, leading to better laydown of adhesive for an improved appearance (especially important for clear films)
- A smooth, consistent and harder die-cutting surface than other liners, leading to superior converting

Spinnaker customers can begin ordering Bloom hi.impact products in direct thermal, thermal transfer and semi-gloss constructions. For more information on BLOOM hi.impact, visit [www.mactac.com/hi-impact](http://www.mactac.com/hi-impact).

A standalone subsidiary of Mactac, Spinnaker is a one-of-a-kind, world-class specialty labeling company. Its business model is centered on unique and customized opportunities in specialty labeling — from



custom product offerings to a best-in-class, high-touch custom service model. Spinnaker offers a comprehensive line of high-quality pressure sensitive roll products. Solutions are designed to help customers' products stand out, and are used in many industries and markets, including pharmaceutical, industrial, cold/frozen food and beverage and more. To learn more about Spinnaker products and services, visit [www.spinps.com](http://www.spinps.com) or call 800-543-9452.

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