

ENDURA® INKJET CASE STUDY

How Spinnaker Coating used
Neenah's **Endura® Inkjet** Durable
Paper to capture share in the digital
inkjet market



OVERVIEW

While UV Inkjet dominates the inkjet printing market for labels and packaging for various reasons including durability, reliability, and dry time, the cost of entry is often much greater for this digital technology. Pigmented water based inkjet has come a long way to help provide an **economical solution** for durable label printing.

Understanding the mission of Spinnaker Coating includes providing their customers with a **competitive advantage**, they sought out a process and product that provided a solution to their customer needs, while maximizing the flexibility of print-on-demand.

“Spinnaker is excited to add Endura® Inkjet Durable Paper to our Cascade™ line of water-based inkjet products. Having a **paper product** that provides the **chemical resistance** and **durability**, typical with film face stocks, and is **BS5609 approved** is a great addition to our durable product line.”

-Joel Ulrich, *Marketing Product Manager*
Spinnaker Coating

APPROACH

- **ENVIRONMENTALLY CONSCIOUS:** The need for sustainable products are showing signs of strong growth in the label market. The desire to find a label face stock that was environmentally conscious and could accept aqueous inks led Spinnaker to Neenah's **FSC® Certified** paper-based **Endura® Inkjet**.
- **COST SENSITIVE:** Print-on-demand inkjet technology minimizes the cost and complexity of carrying excess inventory. **Endura® Inkjet's** modest **price point** also supports Spinnaker's ability to remain competitive in the market.
- **SMUDGE RESISTANCE:** Digital printing is a natural fit for a PS coater focused on delivering superior service, thanks to the print-on-demand nature of inkjet technology. With **Endura® Inkjet's quick-dry time** and smudge resistance, Spinnaker was able to leverage quick-turn capabilities as a competitive advantage.
- **DURABILITY:** UV inks are accepted as durable due to the curing process, but thanks to **Endura® Inkjet's** unique coating formula, when printed with aqueous inkjet inks the face stock & adhesive from Spinnaker have earned the **BS-5609 certification**- the gold standard in label durability.

RESULTS



37%

Price savings of Endura® Inkjet vs. Synthetic Film*



1st

Endura® Durable Paper is the 1st and only paper label to be BS5609 certified



22%

Spinnaker's projected increase in share gain with aqueous inkjet

*other comparable film face stocks