



w a u s a u **coated**

CARTON STOCK GUIDE

Family Owned & Operated
Since 1981



Shelf Marking

Dual Digital
Specialty & Films

HP Indigo

Production Digital

Signature Offset

Traditional Offset

Quick Ship



CARTON STOCK SOLUTIONS FROM WAUSAU COATED PRODUCTS

Your pressure sensitive sheet resource.

Wausau Coated Products manufactures some of the most unique pressure sensitive sheets in the industry and offers products for almost any application. Whether your needs include high volume, ready-made materials or small quantities for custom order specialty products, Wausau Coated Products is your source for superior quality and cost-effective pressure sensitive stock.

Wausau Coated Products currently offers several distinct lines of pressure sensitive carton stock products including; **Traditional, Signature, and Digital**. Our **Traditional** line of products consists of both coated and uncoated sheets and are designed to meet the daily needs of offset printers. Our **Signature** line is comprised of premium facestocks generally considered for specialized applications such as promotional signage and industrial markings. In addition, Wausau Coated Products offers our **Digital Carton Stock** line designed for Indigo, toner, and laser printing.

Looking for a simple and convenient **Shelf Marking** solution? Our carton stock line includes eight stocked shelf marking products, allowing you to highlight product specials in an attractive and cost-effective manner. These items might just be the start...Contact your Sales Representative to discuss a custom shelf marking product that allows you to specify your print method, facestock, and tag layout for a truly unique product.

Need something really fast? Wausau Coated Products' **Quick Ship Program** is a fast, economical way to purchase custom size sheet-fed pressure sensitive products. This inexpensive alternative to custom manufacturing is perfect when time is of the essence. For more information and a listing of available quick ship products, see page 16 of this product guide.

All items listed in the Carton Stock Guide are listed as width x length and sold in full cartons only.

Contact our Customer Service Department at 800-345-8039 for more details.



Our Value Promise to You

We will work through our nationwide network of distributors to provide quality pressure sensitive sheet products for a diverse range of applications. We offer a wide variety of stocked products designed to run smoothly on different types of printers and presses. As experts in “What If” we can develop custom sheets to meet your special requirements or applications.

TABLE OF CONTENTS

Shelf Marking	4-5
Dual Digital Specialty	6
Dual Digital Film Products	7
HP Indigo Optimized Products	8-9
Production Digital Products	10-11
Signature Offset Grades	12-13
Traditional Offset Grades	14-15
Quick Ship Program	16
Custom Sheets and Conversion Chart	17
Environment and Sustainability	18
Guidelines and Tips	19

FAMILY OWNED AND OPERATED SINCE 1981

You can't escape a label! Wausau Coated Products has long been the preferred source of specialty and custom products in the label industry. We do the different, we do the funky, we do the special, we do the things our customers can't find anywhere else! We are often challenged to create something, solve a problem, or make a product that has never existed before. That's how we built the business and that's been our success. We are the Experts in "What if..."

Wausau Coated Products is a trusted, independent family-owned and operated leading manufacturer of adhesive-based label products, and has been for more than 40 years. We offer a comprehensive range of stocked label products to fulfill your labeling requirements for a wide array of applications.

Wausau Coated Products is your one-stop resource for premium quality stocked products and custom-engineered constructions. We are the reliable, speedy source for all of your label needs!

Ben Reif
President & CEO



Bill Reif
Founder

SHELF MARKING PRODUCTS

Easy-to-use pressure sensitive labels save time and effort while providing eye-catching graphics for customers.



Wausau Coated Products is pleased to announce that our VersaPly™ family of retail shelf marking products now carry Forest Stewardship Council® Chain of Custody certification assuring sustainable forestry from our sources to you. This includes our VersaPly™, MVP VersaPly™, MTX VersaPly™, and Voided VersaPly™ products. These shelf marking materials offer a versatile print and adhesive design that delivers customer-attracting and time-saving solutions to retailers of all sizes.

Product #	Size (W x L)	Eco	Description	Adhesive	Liner	Sheets per Ctn	Weight	Warehouse	
SHELF MARKING								WI	TX
VINYL SHELF MARKERS									
WCD-0110	11 x 8½		Dual Digital 3.4 mil Vinyl Shelf Markers 2½" x 4" (8-up)	Removable Shelf Marking	6 mil BKS	1,000	38#	x	
VOIDED VERSAPLY™ SHELF MARKERS									
WCD-0111	8½ x 11		4 mil Gloss Voided VersaPly™ Shelf Markers FSC® Certified 3⅞" x 2½" (8-up)	Removable Shelf Marking	80# (5 mil)	1,000	35#	x	
WCD-0112	8½ x 11		4 mil MTX Voided VersaPly™ Shelf Markers FSC® Certified, 4" x 2½" (8-up)	Premium Removable Shelf Marking	4 mil MTX VersaPly™	1,000	38#	x	
WCD-0113	8½ x 11		5 mil MVP Voided VersaPly™ Shelf Markers FSC® Certified, 4" x 2½" (8-up)	Premium Removable Shelf Marking	40#	1,000	28#	x	
VERSAPLY™ SHELF MARKERS									
WCD-0109	11 x 8½		3 mil Gloss VersaPly™ Shelf Markers FSC® Certified, 2½" x 4" (8-up)	Removable Shelf Marking	80# (5 mil)	1,000	32#	x	
WCD-0114	11 x 8½		3 mil MTX VersaPly™ Shelf Markers FSC® Certified, 2½" x 4" (8-up)	Premium Removable Shelf Marking	3 mil MTX VersaPly™	1,000	25#	x	
WCD-0115	11 x 8½		Natural Kraft VersaPly™ Shelf Markers 2½" x 4" (8-up)	Removable Shelf Marking	6 mil BKS	1,000	35#	x	
WCD-0116	11 x 8½		4 mil Uncoated Inkjet VersaPly™ Shelf Markers, 2½" x 4" (8-up)	Premium Removable Shelf Marking	4 mil Uncoated Inkjet VersaPly™	1,000	29#	x	

VersaPly™ is a trademark of Wausau Coated Products, Inc.

WI = Wausau, Wisconsin TX = Dallas, Texas

Catalogs that include a signify an environmentally friendly facestock.

Templates to create your next shelf marking promotion can be found on our website: wausaucoated.com



Look for FSC® Certified Products.
FSC® certification ensures responsible use of forest resources.

VersaPly™ VS. VINYL



Wausau Coated Products offers a range of shelf marking options, including VersaPly™ choices and Vinyl. Below are the features and benefits of VersaPly™ in comparison to Vinyl shelf marking options. While Vinyl is a traditional shelf marking product, VersaPly™ has been a competitive choice for shelf edge space for over 10 years. The major difference between the two options is that VersaPly™ has a reinforced paper base, whereas vinyl relies on a plastic polymer base.

If you are specifically looking for a clear top shelf marker, we recommend considering Voided VersaPly™ instead of clear vinyl. By using Voided VersaPly™, you can achieve full visibility of the original marker/original price beneath it, while also benefiting from easy printing and clean removal.

VersaPly™ vs. Vinyl Comparison

- Lower carbon footprint and PVC free
- Reduced shipping costs
- Manufactured with 75% renewable resources
- Ease of printability without topcoating
- Strong and durable
- Performs in moist and cold environments
- Premium shelf marking adhesive solution available
- Forest Stewardship Council® Certified

VersaPly™	Vinyl
-----------	-------

<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>

VersaPly™ is a trademark of Wausau Coated Products, Inc.



Look for FSC® Certified Products.
FSC® certification ensures responsible use of forest resources.

DUAL DIGITAL SPECIALTY PRODUCTS

Pressure sensitive specialty materials designed for both production toner and HP Indigo digital presses.



Product #	Size (W x L)	Eco	Description	Adhesive	Liner	Sheets per Ctn	Weight	Warehouse	
								WI	TX
DUAL DIGITAL SPECIALTY PRODUCTS									
WCD-0003	12 x 18		Dual Digital 60# Estate Label® #9 (WS) FSC® Certified	Special Perm	80# SB	100	8#	x	
WCD-0004	12 x 18		Dual Digital 60# Estate Label® #8 (WS) FSC® Certified	Special Perm	80# SB	100	8#	x	
WCD-0108	12 x 18		Dual Digital 60# Estate Label® #12 100% PCW (WS) FSC® Certified	Special Perm	80# SB	100	7#	x	
WCD-0005	12 x 18		Dual Digital 70# Bright White Felt 30% PCW (WS) FSC® Certified	Special Perm	80# SB	100	8#	x	
WCD-0006	12 x 18		Dual Digital 70# Eggshell Felt 30% PCW (WS) FSC® Certified	Special Perm	80# SB	100	8#	x	
WCD-0007	13 x 19		Dual Digital 12pt Cherry Wood Veneer	Xtra Perm	50# -0-	50	7#	x	
WCD-0008	13 x 19		Dual Digital 12pt Birch Wood Veneer	Xtra Perm	50# -0-	50	7#	x	
WCD-0009	13 x 19		Dual Digital 155# Crimson Flocked Marquee	Xtra Perm	80# -0-	50	8#	x	
WCD-0107	12 x 18		Dual Digital 55# 100% Recycled Natural Kraft	Perm	80# SB	100	7#	x	
WCD-0125	12 x 18		Dual Digital Satin Cloth	Special Perm	80# SB	100	9#	x	

SB = Score back every 1.25"
-0- = Zero score

WI = Wausau, Wisconsin TX = Dallas, Texas

Estate Label® is a registered trademark of Neenah, Inc.
Catalogs that include a signify an environmentally friendly facestock.

NOTE: Dual Digital products are suitable for cross-platform printing on HP Indigo sheet presses and many Production Toner digital presses. To insure that your printers have the right product, specific press testing and end-use qualification is recommended for each application.



Look for FSC® Certified Products.
FSC® certification ensures responsible use of forest resources.

The mark of responsible forestry

DUAL DIGITAL FILM PRODUCTS

Pressure sensitive film materials designed for both production toner and HP Indigo digital presses.

Product #	Size (W x L)	Eco	Description	Adhesive	Liner	Sheets per Ctn	Weight	Warehouse	
DUAL DIGITAL FILM								WI	TX
WHITE POLYESTER									
WCD-0118	12 x 18		Dual Digital 2 mil White PET	Perm	80# -0-	500	42#	x	
WCD-0119	13 x 19		Dual Digital 2 mil White PET	Perm	80# -0-	500	48#	x	
CLEAR POLYESTER									
WCD-0041	12 x 18		Dual Digital 2 mil Clear PET	Perm	80# -0-	500	35#	x	x
WCD-0117	13 x 19		Dual Digital 2 mil Clear 90% PCR PET	Perm	80# -0-	500	42#	x	
WCD-0120	12 x 18		Dual Digital 2 mil Clear 90% PCR PET	Ultra Remo	80# -0-	500	42#	x	
WCD-0121	13 x 19		Dual Digital 2 mil Clear 90% PCR PET	Ultra Remo	80# -0-	500	42#	x	
WHITE FLEXIBLE VINYL									
WCD-0085	8½ x 11		Dual Digital 3.4 mil White Vinyl	Perm	80# SB	500	20#	x	
WCD-0035	12 x 18		Dual Digital 3.4 mil White Vinyl	Perm	80# SB	500	43#	x	x
WCD-0036	12 x 18		Dual Digital 3.4 mil White Vinyl	Ultra Remo	80# SB	500	43#	x	x
WCD-0037	12 x 18		Dual Digital 3.4 mil White Vinyl	Perm	80# -0-	500	43#	x	x
WCD-0038	12 x 18		Dual Digital 3.4 mil White Vinyl	Ultra Remo	80# -0-	500	43#	x	x
WCD-0039	13 x 19		Dual Digital 3.4 mil White Vinyl	Perm	80# SB	500	49#	x	
WCD-0128	13 x 19		Dual Digital 3.4 mil White Vinyl	Perm	80# -0-	500	49#	x	
WCD-0040	13 x 19		Dual Digital 3.4 mil White Vinyl	Ultra Remo	80# SB	500	49#	x	
WCD-0129	13 x 19		Dual Digital 3.4 mil White Vinyl	Ultra Remo	80# -0-	500	49#	x	
WCD-0094	13 x 19		Dual Digital 3.4 mil White Vinyl	Special Remo	80# SB	500	49#	x	
WCD-0098	13 x 19		Dual Digital 3.4 mil White Vinyl	Aggressive Remo	80# SB	500	49#	x	
WCD-0086	18 x 24		Dual Digital 3.4 mil White Vinyl	Perm	80# SB	100	15#	x	
WCD-0042	20½ x 29½		Dual Digital 3.4 mil White Vinyl	Perm	80# SB	200	48#	x	
WCD-0126	29½ x 20½		Dual Digital 3.4 mil White Vinyl	Perm	80# -0-	200	48#	x	
WCD-0043	20½ x 29½		Dual Digital 3.4 mil White Vinyl	Ultra Remo	80# SB	200	48#	x	
WCD-0127	29½ x 20½		Dual Digital 3.4 mil White Vinyl	Ultra Remo	80# -0-	200	48#	x	
WCD-0096	20½ x 29½		Dual Digital 3.4 mil White Vinyl	Special Remo	80# SB	200	48#	x	
WCD-0099	20½ x 29½		Dual Digital 3.4 mil White Vinyl	Aggressive Remo	80# SB	200	48#	x	
CLEAR FLEXIBLE VINYL									
WCD-0130	12 x 18		Dual Digital 3.5 mil Clear Vinyl	Perm	80# -0-	500	41#	x	
WCD-0044	12 x 18		Dual Digital 3.5 mil Clear Vinyl	Ultra Remo	80# -0-	500	41#	x	x
WCD-0131	29½ x 20½		Dual Digital 3.5 mil Clear Vinyl	Ultra Remo	80# -0-	200	41#	x	
WHITE FLEXIBLE VINYL DIE CUTS									
WCD-0100-DC	12 x 18		Dual Digital 3.4 mil White Vinyl 2" x 4" (20-up)	Perm	80# -0-	100	8#	x	
WCD-0103-DC	12 x 18		Dual Digital 3.4 mil White Vinyl 2" x 4" (20-up)	Ultra Remo	80# -0-	100	8#	x	
WCD-0101-DC	12 x 18		Dual Digital 3.4 mil White Vinyl 3" Circles (15-up)	Perm	80# -0-	100	8#	x	
WCD-0104-DC	12 x 18		Dual Digital 3.4 mil White Vinyl 3" Circles (15-up)	Ultra Remo	80# -0-	100	8#	x	
WCD-0102-DC	12 x 18		Dual Digital 3.4 mil White Vinyl 3½" x 5½" Oval (9-up)	Perm	80# -0-	100	8#	x	
WCD-0105-DC	12 x 18		Dual Digital 3.4 mil White Vinyl 5½" Circles (6-up)	Ultra Remo	80# -0-	100	8#	x	

SB = Score back every 1.25"
-0- = Zero score

WI = Wausau, Wisconsin TX = Dallas, Texas

Templates to create your die cuts can be found on our website: wausaucoated.com

HP INDIGO OPTIMIZED PRODUCTS

Pressure sensitive products designed for HP Indigo Digital Presses.



Product #	Size (W x L)	Description	Adhesive	Liner	Sheets per Ctn	Weight	Warehouse		
							WI	TX	
HP INDIGO OPTIMIZED PRODUCTS								WI	TX
UNCOATED									
WCD-0001	12 x 18	60# Uncoated	Perm	80# SB	500	37#	x	x	
WCD-0002	13 x 19	60# Uncoated	Perm	80# SB	500	41#	x		
WCD-0132	29½ x 20½	60# Uncoated	Perm	80# SB	200	46#	x		
COATED									
WCD-0022	12 x 18	3 mil Gloss VersaPly™	Special Remo	80# -0-	200	14#	x		
WCD-0034	12 x 18	8 pt C1S Tag	Perm	80# SB	100	11#	x	x	
MATTE									
WCD-0015	12 x 18	60# Matte	Perm	80# SB	500	37#	x	x	
WCD-0047	12 x 18	60# Matte	Perm	80# -0-	500	37#	x		
WCD-0045	20½ x 29½	60# Matte	Perm	80# SB	200	41#	x		
SEMI GLOSS									
WCD-0016	12 x 18	60# Semi Gloss	Perm	80# SB	500	37#	x	x	
WCD-0133	12 x 18	60# Semi Gloss	Perm	80# -0-	500	37#	x	x	
WCD-0017	12 x 18	60# Semi Gloss	Ultra Remo	80# SB	200	15#	x	x	
WCD-0018	12 x 18	60# Semi Gloss	Remo	80# SB	200	15#	x		
WCD-0020	12 x 18	60# Semi Gloss	Perm Opaque	80# SB	200	15#	x	x	
WCD-0019	13 x 19	60# Semi Gloss	Perm	80# SB	500	37#	x		
WCD-0021	29½ x 20½	60# Semi Gloss	Perm	80# SB	200	41#	x		
HIGH GLOSS									
WCD-0032	12 x 18	60# High Gloss	Perm	80# SB	500	36#	x	x	
WCD-0033	12 x 18	60# High Gloss	Ultra Remo	80# SB	200	15#	x		
WCD-0048	12 x 18	60# High Gloss	Perm	80# -0-	500	36#	x		
WCD-0049	12 x 18	60# High Gloss	Perm Opaque	80# SB	200	15#	x		
WCD-0050	13 x 19	60# High Gloss	Perm	80# SB	500	42#	x		
WCD-0046	20½ x 29½	60# High Gloss	Perm	80# SB	200	41#	x		

SB = Score back every 1.25"
-0- = Zero score

WI = Wausau, Wisconsin TX = Dallas, Texas

VersaPly™ is a trademark of Wausau Coated Products, Inc.

HP INDIGO OPTIMIZED DIE CUT PRODUCTS



Product #	Size (W x L)	Description	Adhesive	Liner	Sheets per Ctn	Weight	Warehouse	
COATED DIE CUTS							WI	TX
MATTE								
WCD-0010-DC	12 x 18	60# Matte 1" x 2 5/8" (60-up)	Perm	80# -0-	100	8#	x	
WCD-0011-DC	12 x 18	60# Matte 2" x 4" (20-up)	Perm	80# -0-	100	8#	x	
WCD-0012-DC	12 x 18	60# Matte 3 1/3" x 4" (12-up)	Perm	80# -0-	100	8#	x	
WCD-0013-DC	12 x 18	60# Matte 2" Circles (40-up)	Perm	80# -0-	100	8#	x	
WCD-0014-DC	12 x 18	60# Matte 3" Circles (15-up)	Perm	80# -0-	100	8#	x	
HIGH GLOSS								
WCD-0023-DC	12 x 18	60# High Gloss 1" x 2 5/8" (60-up)	Perm	80# -0-	100	8#	x	
WCD-0024-DC	12 x 18	60# High Gloss 2" x 4" (20-up)	Perm	80# -0-	100	8#	x x	
WCD-0025-DC	12 x 18	60# High Gloss 3 1/3" x 4" (12-up)	Perm	80# -0-	100	8#	x	
WCD-0026-DC	12 x 18	60# High Gloss 5" x 3" (10-up)	Perm	80# -0-	100	8#	x	
WCD-0029-DC	12 x 18	60# High Gloss 5" x 4" (8-up)	Perm	80# -0-	100	8#	x	
WCD-0027-DC	12 x 18	60# High Gloss 2" Circles (40-up)	Perm	80# -0-	100	8#	x x	
WCD-0030-DC	12 x 18	60# High Gloss 3" Circles (15-up)	Perm	80# -0-	100	8#	x	
WCD-0028-DC	12 x 18	60# High Gloss 3 1/4" Circles (15-up)	Perm	80# -0-	100	8#	x x	
WCD-0031-DC	12 x 18	60# High Gloss CD/DVD Labels (6-up)	Perm	80# -0-	100	8#	x	

-0- = Zero score

WI = Wausau, Wisconsin TX = Dallas, Texas

Templates to create your die cuts can be found on our website: wausaucoated.com

PRODUCTION DIGITAL PRODUCTS


Pressure sensitive sheet options in popular digital sheets sizes designed for laser and toner presses.



Product #	Size (W x L)	Eco	Description	Adhesive	Liner	Sheets per Ctn	Weight	Warehouse	
PRODUCTION DIGITAL PRODUCTS								WI	TX
UNCOATED									
WCD-0078	8½ x 11		50# Bright White Uncoated	Perm	52# SB	500	13#	x	x
WCD-0080	8½ x 11		50# Bright White Uncoated	Perm	52# SB	2,000	50#	x	
WCD-0079	17 x 22		50# Bright White Uncoated	Perm	52# SB	500	50#	x	
WCD-0052	12 x 18		60# Uncoated	Perm	80# SB	500	37#	x	
WCD-0053	12 x 18		60# Uncoated	Perm	80# -0-	500	37#	x	
WCD-0051	13 x 19		60# Uncoated	Perm	80# SB	500	41#	x	
MATTE									
WCD-0054	12 x 18		60# Matte	Perm	80# SB	500	37#	x	
WCD-0055	12 x 18		60# Matte	Perm	80# -0-	500	37#	x	
WCD-0056	12 x 18		60# Matte	Perm Opaque	80# SB	200	15#	x	
SEMI GLOSS									
WCD-0061	12 x 18		60# Semi Gloss	Perm	80# SB	500	37#	x	x
WCD-0062	12 x 18		60# Semi Gloss	Perm	80# -0-	500	37#	x	
WCD-0063	12 x 18		60# Semi Gloss	Ultra Remo	80# SB	200	15#	x	
WCD-0064	12 x 18		60# Semi Gloss	Perm Opaque	80# SB	200	15#	x	
HIGH GLOSS									
WCD-0066	12 x 18		60# High Gloss	Perm	80# SB	500	37#	x	x
WCD-0067	12 x 18		60# High Gloss	Perm	80# -0-	500	37#	x	
WCD-0068	12 x 18		60# High Gloss	Perm Opaque	80# SB	200	15#	x	
WCD-0065	13 x 19		60# High Gloss	Perm	80# SB	500	37#	x	
WHITE POLYESTER									
WCD-0122	8½ x 11		2 mil White PET	Perm	80# -0-	500	15#	x	
WCD-0123	8½ x 11		2 mil White PET	Ultra Remo	80# -0-	500	15#	x	
CLEAR POLYESTER									
WCD-0124	8½ x 11		2 mil Clear 90% PCR PET	Ultra Remo	80# -0-	500	15#	x	
WCD-0134	8½ x 11		2 mil Clear 90% PCR PET	Perm	80# -0-	500	15#	x	

SB = Score back every 1.25"
-0- = Zero score

WI = Wausau, Wisconsin TX = Dallas, Texas

Catalogs that include a  signify an environmentally friendly facestock.

PRODUCTION DIGITAL PRODUCTS Cont.



Product #	Size (W x L)	Description	Adhesive	Liner	Sheets per Ctn	Weight	Warehouse	
							WI	TX
COATED DIE CUTS & SPECIALTY STOCKS								
MATTE DIE CUTS								
WCD-0057-DC	12 x 18	60# Matte 1" x 2 ⁵ / ₈ " (60-up)	Perm	80# -0-	100	8#	x	
WCD-0058-DC	12 x 18	60# Matte 2" x 4" (20-up)	Perm	80# -0-	100	8#	x	
WCD-0059-DC	12 x 18	60# Matte 3 ¹ / ₃ " x 4" (12-up)	Perm	80# -0-	100	8#	x	
WCD-0060-DC	12 x 18	60# Matte 3" Circles (15-up)	Perm	80# -0-	100	8#	x	
HIGH GLOSS DIE CUTS								
WCD-0071-DC	12 x 18	60# High Gloss 1" x 2 ⁵ / ₈ " (60-up)	Perm	80# -0-	100	8#	x	
WCD-0069-DC	12 x 18	60# High Gloss 2" x 4" (20-up)	Perm	80# -0-	100	8#	x	
WCD-0072-DC	12 x 18	60# High Gloss 3 ¹ / ₃ " x 4" (12-up)	Perm	80# -0-	100	8#	x	
WCD-0070-DC	12 x 18	60# High Gloss 5" x 3" (10-up)	Perm	80# -0-	100	8#	x	
WCD-0074-DC	12 x 18	60# High Gloss 5" x 4" (8-up)	Perm	80# -0-	100	8#	x	
WCD-0073-DC	12 x 18	60# High Gloss 2" Circles (40-up)	Perm	80# -0-	100	8#	x	
WCD-0075-DC	12 x 18	60# High Gloss 3" Circles (15-up)	Perm	80# -0-	100	8#	x	
SPECIALTY STOCKS								
WCD-0076	12 x 18	8 pt CIS Tag	Perm	80# -0-	500	53#	x	
WCD-0077	18 x 24	3 mil Gloss VersaPly™	Special Remo	80# -0-	100	15#	x	
WCD-0082	8 ¹ / ₂ x 11	60# High Gloss Laser - Color Copier	Perm	52# SB	500	14#	x	x
WCD-0084	12 x 18	60# High Gloss Laser - Color Copier	Perm	52# SB	100	7#	x	x
WCD-0106	12 x 18	143# Castile Bright Silver Foil	Perm	80# SB	100	11#	x	

SB = Score back every 1.25"
-0- = Zero score

WI = Wausau, Wisconsin TX = Dallas, Texas

VersaPly™ is a trademark of Wausau Coated Products, Inc.

Templates to create your die cuts can be found on our website: wausaucoated.com

SIGNATURE OFFSET GRADES

The Signature line includes premium pressure sensitive facestock options including foils, films, and Astrobrights® for offset printers.


**ASTROBRIGHTS®
ARE FSC®
CERTIFIED!**

Product #	Size (W x L)	Eco	Description	Adhesive	Liner	Sheets per Ctn	Weight	Warehouse	
SIGNATURE OFFSET GRADES								WI	TX
ASTROBRIGHTS® - FSC® CERTIFIED									
WC0706	8½ x 11		Solar Yellow®, FSC® Certified	Perm	80# SB	2,000	66#	x	x
WC0708	17¼ x 22¼		Solar Yellow®, FSC® Certified	Perm	80# SB	500	66#	x	
WC0710	8½ x 11		Cosmic Orange®, FSC® Certified	Perm	80# SB	2,000	66#	x	x
WC0712	17¼ x 22¼		Cosmic Orange®, FSC® Certified	Perm	80# SB	500	66#	x	
WC0714	8½ x 11		Lunar Blue®, FSC® Certified, w/ 30% PCW	Perm	80# SB	2,000	66#	x	x
WC0716	17¼ x 22¼		Lunar Blue®, FSC® Certified, w/ 30% PCW	Perm	80# SB	500	66#	x	
WC0718	8½ x 11		Terra Green®, FSC® Certified	Perm	80# SB	2,000	66#	x	
WC0720	17¼ x 22¼		Terra Green®, FSC® Certified	Perm	80# SB	500	66#	x	
WC0722	8½ x 11		Pulsar Pink®, FSC® Certified	Perm	80# SB	2,000	66#	x	x
WC0724	17¼ x 22¼		Pulsar Pink®, FSC® Certified	Perm	80# SB	500	66#	x	
WC0726	8½ x 11		Gamma Green®, FSC® Certified	Perm	80# SB	2,000	66#	x	x
WC0728	17¼ x 22¼		Gamma Green®, FSC® Certified	Perm	80# SB	500	66#	x	
WC0734	8½ x 11		Re-Entry Red®, FSC® Certified, w/ 30% PCW	Perm	80# SB	2,000	66#	x	x
WC0736	17¼ x 22¼		Re-Entry Red®, FSC® Certified, w/ 30% PCW	Perm	80# SB	500	66#	x	

SB = Score back every 1.25"
-0- = Zero score

WI = Wausau, Wisconsin TX = Dallas, Texas

Astrobrights® is a registered trademark of Neenah, Inc.

Catalogs that include a  signify an environmentally friendly facestock.



The mark of responsible forestry

Look for FSC® Certified Products.
FSC® certification ensures responsible use of forest resources.

SIGNATURE OFFSET GRADES Cont.

Product #	Size (W x L)	Description	Adhesive	Liner	Sheets per Ctn	Weight	Warehouse		
							WI	TX	
SIGNATURE OFFSET GRADES									
BRIGHT GOLD FOIL									
WC0820	8½ x 11	70# Bright Gold Foil	Perm	80# SB	500	18#	x	x	
WC0822	26 x 20	70# Bright Gold Foil	Perm	80# SB	100	20#	x		
DULL GOLD FOIL									
WC0824	8½ x 11	70# Dull Gold Foil	Perm	80# SB	500	18#	x		
WC0826	26 x 20	70# Dull Gold Foil	Perm	80# SB	100	20#	x		
BRIGHT SILVER FOIL									
WC0828	8½ x 11	70# Bright Silver Foil	Perm	80# SB	500	18#	x	x	
WC0830	26 x 20	70# Bright Silver Foil	Perm	80# SB	100	20#	x		
DULL SILVER FOIL									
WC0832	8½ x 11	70# Dull Silver Foil	Perm	80# SB	500	18#	x	x	
WC0834	26 x 20	70# Dull Silver Foil	Perm	80# SB	100	20#	x		
POLYART®									
WC0940	8 ½ x 11	3 mil Polyart®	Perm	80# SB	500	18#	x	x	
WC0942	17 x 22	3 mil Polyart®	Perm	80# SB	500	55#	x		
TESLIN									
WC0920	8½ x 11	7 mil Teslin	Perm	80# SB	500	18#	x	x	
WC0922	17 x 22	7 mil Teslin	Perm	80# SB	500	75#	x		
SATIN BADGE									
WC1050	17 x 22	Satin Badge	Special	80# SB	100	13#	x	x	
WHITE FLEXIBLE VINYL									
WC0906	8½ x 11	3.4 mil White Vinyl	Perm	80# SB	500	19#	x	x	
WC0908	18 x 24	3.4 mil White Vinyl	Perm	80# SB	100	19#	x	x	
WC0907	18 x 24	3.4 mil White Vinyl	Ultra Remo	80# -0-	100	19#	x		
WC0902	27 x 20	3.4 mil White Vinyl	Perm	80# SB	100	22#	x		
WC0905	27 x 20	3.4 mil White Vinyl	Ultra Remo	80# SB	100	22#	x	x	
WC0904	27 x 38	3.4 mil White Vinyl	Perm	80# -0-	100	45#	x	x	
CLEAR VINYL									
WC0944	27 x 20	3.5 mil Clear Vinyl	Ultra Remo	80# -0-	100	20#	x		
CLEAR POLYESTER									
WC0910	8½ x 11	2 mil Clear PET	Perm	80# -0-	500	18#	x	x	
WC0912	27 x 20	2 mil Clear PET	Perm	80# -0-	100	18#	x		
LATEX									
WC1010	17 x 22	56# C1S Latex	Perm	80# SB	500	66#	x	x	

SB = Score back every 1.25"
-0- = Zero score

WI = Wausau, Wisconsin TX = Dallas, Texas

Polyart® is a registered trademark of Arjobex.

TRADITIONAL OFFSET GRADES

Pressure sensitive materials designed for everyday needs, includes large and small sheet options for offset printers.



Product #	Size (W x L)	Description	Adhesive	Liner	Sheets per Ctn	Weight	Warehouse	
TRADITIONAL OFFSET GRADES							WI	TX
UNCOATED								
WC0100	8½ x 11	60# Uncoated	Perm	80# SB	2,000	66#	x	x
WC0101	8½ x 11	60# Uncoated	Remo	80# SB	2,000	66#	x	x
WC0108	8½ x 11	60# Uncoated	Perm	80# -0-	2,000	66#	x	x
WC0114	8½ x 11	60# Uncoated	Xtra Perm	80# SB	2,000	66#	x	
WC0106	11 x 17	60# Uncoated	Perm	80# SB	1,000	66#	x	x
WC0102	17¼ x 22¼	60# Uncoated	Perm	80# SB	500	66#	x	x
WC0103	17¼ x 22¼	60# Uncoated	Remo	80# SB	500	66#	x	
WC0110	17¼ x 22¼	60# Uncoated	Perm	80# -0-	500	66#	x	x
WC0116	17¼ x 22¼	60# Uncoated	Xtra Perm	80# SB	500	66#	x	x
WC0104	26 x 20	60# Uncoated	Perm	80# SB	500	88#	x	x
WC0112	26 x 20	60# Uncoated	Perm	80# -0-	500	88#	x	x
MATTE								
WC0200	8½ x 11	60# Matte	Perm	80# SB	2,000	66#	x	x
WC0202	17¼ x 22¼	60# Matte	Perm	80# SB	500	66#	x	x
WC0203	17¼ x 22¼	60# Matte	Remo	80# SB	500	66#	x	
WC0204	17¼ x 22¼	60# Matte	Perm	80# -0-	500	66#	x	
WC0206	26 x 20	60# Matte	Perm	80# SB	500	88#	x	x
WC0208	26 x 20	60# Matte	Perm	80# -0-	500	88#	x	
WC0209	26 x 20	60# Matte	Remo	80# -0-	500	88#	x	

SB = Score back every 1.25"
-0- = Zero score

WI = Wausau, Wisconsin TX = Dallas, Texas

TRADITIONAL OFFSET GRADES Cont.

Product #	Size (W x L)	Description	Adhesive	Liner	Sheets per Ctn	Weight	Warehouse	
TRADITIONAL OFFSET GRADES							WI	TX
60# MATTE COVER UP								
WC1000	8½ x 11	60# Matte	Perm Opaque	80# SB	2,000	66#	x	x
WC1002	17¼ x 22¼	60# Matte	Perm Opaque	80# SB	500	66#	x	x
SEMI GLOSS								
WC0300	8½ x 11	60# Semi Gloss	Perm	80# SB	2,000	66#	x	x
WC0302	17¼ x 22¼	60# Semi Gloss	Perm	80# SB	500	66#	x	x
WC0303	17¼ x 22¼	60# Semi Gloss	Remo	80# SB	500	66#	x	
WC0308	17¼ x 22¼	60# Semi Gloss	Perm	80# -0-	500	66#	x	x
WC0304	26 x 20	60# Semi Gloss	Perm	80# SB	500	88#	x	x
WC0305	26 x 20	60# Semi Gloss	Remo	80# SB	500	88#	x	x
WC0310	26 x 20	60# Semi Gloss	Perm	80# -0-	500	88#	x	x
WC0312	28 x 40	60# Semi Gloss	Perm	80# SB	100	40#	x	x
HIGH GLOSS								
WC0400	8½ x 11	60# High Gloss	Perm	80# SB	2,000	66#	x	x
WC0402	17¼ x 22¼	60# High Gloss	Perm	80# SB	500	66#	x	x
WC0404	17¼ x 22¼	60# High Gloss	Perm	80# -0-	500	66#	x	x
WC0405	17¼ x 22¼	60# High Gloss	Remo	80# -0-	500	66#	x	
WC0406	26 x 20	60# High Gloss	Perm	80# SB	500	88#	x	x
WC0408	26 x 20	60# High Gloss	Perm	80# -0-	500	88#	x	x
WC0409	26 x 20	60# High Gloss	Remo	80# -0-	500	88#	x	
HIGH GLOSS COVER UP								
WC1004	17¼ x 22¼	60# High Gloss	Perm Opaque	80# SB	500	66#	x	x
WC1006	26 x 20	60# High Gloss	Perm Opaque	80# SB	500	88#	x	
TAG								
WC1036	17¼ x 22¼	8 pt. C1S Tag	Perm	80# -0-	300	53#	x	
FLUORESCENT								
WC0600	8½ x 11	60# Red Fluorescent	Perm	80# SB	2,000	66#	x	x
WC0602	17¼ x 22¼	60# Red Fluorescent	Perm	80# SB	500	66#	x	x
WC0604	8½ x 11	60# Green Fluorescent	Perm	80# SB	2,000	66#	x	x
WC0606	17¼ x 22¼	60# Green Fluorescent	Perm	80# SB	500	66#	x	x
WC0608	8 ½ x 11	60# Chartreuse Fluorescent	Perm	80# SB	2,000	66#	x	x
WC0610	17 ¼ x 22 ¼	60# Chartreuse Fluorescent	Perm	80# SB	500	66#	x	
WC0612	8½ x 11	60# Orange Fluorescent	Perm	80# SB	2,000	66#	x	x
WC0614	17¼ x 22¼	60# Orange Fluorescent	Perm	80# SB	500	66#	x	x
WC0616	8½ x 11	60# Pink Fluorescent	Perm	80# SB	2,000	66#	x	x
WC0618	17¼ x 22¼	60# Pink Fluorescent	Perm	80# SB	500	66#	x	

SB = Score back every 1.25"
-0- = Zero score

WI = Wausau, Wisconsin TX = Dallas, Texas

QUICK SHIP PROGRAM

Deliver the value of time to your customers.

Need something really fast? Wausau Coated Products **Traditional** and **UV Inkjet** Quick Ship Program is a fast, economical way to purchase custom size sheet-fed pressure sensitive products. This quick, inexpensive alternative to custom manufacturing is perfect when time is of the essence. Oftentimes, it's less expensive than carton stock pricing and it helps reduce waste. The minimum order quantity for this program is 1.5 mmsi.

Product #	Facestock	Adhesive	80# Liner
UNCOATED			
QS9100	60# Uncoated	Perm	SB
QS9112	60# Uncoated	Perm	-0-
MATTE			
QS9200	60# Matte	Perm	SB
SEMI GLOSS			
QS9300	60# Semi Gloss	Perm	SB
QS9301	60# Semi Gloss	Remo	SB
QS9302	60# Semi Gloss	Perm	-0-
HIGH GLOSS			
QS9400	60# High Gloss	Perm	SB
QS9402	60# High Gloss	Perm	-0-
TOP COATED CLEAR FLEXIBLE VINYL			
QS9701	3.5 mil Clear Vinyl	Ultra Remo	-0-
TOP COATED WHITE FLEXIBLE VINYL			
QS9900	3.4 mil White Vinyl	Perm	-0-
QS9902	3.4 mil White Vinyl	Perm	SB
QS9903	3.4 mil White Vinyl	Ultra Remo	SB
QS9905	3.4 mil White Vinyl	Ultra Remo	-0-

SB = Score back every 1.25"
-0- = Zero score

Quick Ship Specifications

- **Minimum Order Quantity:** 1.5 mmsi
- **Packaging:** Bulk packed skids except items 14 x 20 or smaller will be packed in cartons.

Quick Ship KM-1/UV Inkjet Specifications

- **Minimum Order Quantity:** 2500 Sheets 20" x 28" or 23" x 29".
- **Packaging:** Bulk packed press ready skids.

Leadtime: 3 to 5 business days for quantities up to 30 mmsi.

Please confirm lead time with your Customer Service Representative.

CUSTOM SHEETS AND CONVERSION CHART

Take advantage of Wausau Coated Products Custom Sheet Program. Mix and match to create the ideal pressure sensitive product as we offer many facestocks with various adhesive technologies and liner options. Our knowledgeable sales team and technical staff rise to any challenge related to adhesive-based label materials to quickly turn a concept into a product, and deliver a solution that will give you the competitive advantage. The minimum order for custom sheets is 2 mmsi.

The table provided serves as a convenient guide to our program's minimum requirements, displaying their corresponding values in commonly used sheet sizes.

Total Million Square Inches Required	8 1/2 x 11 Sheets	12 x 18 Sheets	13 x 19 Sheets	17 1/4 x 22 1/4 Sheets	18 x 24 Sheets	26 x 20 Sheets	26 x 40 Sheets	28 x 40 Sheets	27 x 20 Sheets	27 x 38 Sheets	20 1/2 x 29 1/2 Sheets
1.5 mmsi	16,100	7,000	6,100	4,000	3,500	2,900	1,500	1,400	2,800	1,500	2,500
2 mmsi	21,400	9,300	8,100	5,300	4,700	3,900	2,000	1,800	3,800	2,000	3,400
3 mmsi	32,100	13,900	12,200	7,900	7,000	5,800	2,900	2,700	5,600	3,000	5,000
5 mmsi	53,500	23,200	20,300	13,100	11,600	9,700	4,900	4,500	9,300	4,900	8,300
10 mmsi	107,000	46,300	40,500	26,100	23,200	19,300	9,700	9,000	18,600	9,800	16,600
20 mmsi	214,000	92,600	81,000	52,100	46,300	38,500	19,300	18,900	37,100	19,500	33,100
30 mmsi	320,900	138,900	121,500	78,200	69,500	57,700	28,900	26,800	55,600	29,300	49,600

For product information, quote inquiries or to request samples, please visit our website at wausaucoated.com or contact our Customer Service Department at 800-345-8039.



ENVIRONMENT AND SUSTAINABILITY

Wausau Coated Products offers a variety of unique and environmentally responsible sheet products including a wide selection of FSC® certified facestocks, as well as numerous facestocks made with Post-Consumer Waste (PCW) or recycled content. In addition to sourcing 'green' facestocks, we are also environmentally conscious when it comes to our adhesive technology, focusing mainly on water-based adhesives. Our pressure sensitive adhesives have been solvent free since our inception. As we continue to source and qualify raw materials and manufacturing processes, we are committed to depreciating our impact on the environment.



When it comes to "Green Products" there are plenty of things to consider. To help make the best decision for you and your customer, please see the commonly asked questions and answers below.

What is FSC?

Forest Stewardship Council® is a global not-for-profit organization that sets the standards for what is a responsibly managed forest, both environmentally and socially. Their mission is to promote environmentally sound, socially beneficial, and economically prosperous management of the world's forests. Wausau Coated Products holds the Chain of Custody (COC) certification. This certification applies to businesses that manufacture or sell forest products. It confirms that FSC® certified material is handled and tracked correctly throughout the entire supply chain.

Look for the FSC® logo with FSC® C008943 on our carton labels. What does that mean? Simply put, by choosing products with FSC® certification, you are helping to take care of the world's forests.



The mark of
responsible forestry

What does PCW mean?

Post-Consumer Waste is material that has served its intended purpose out in the market and has been collected at a recycling or waste center. It is then reintroduced into the manufacturing process, which helps keep tons of material from going into landfills.

What is the difference between PCW and recycled material?

While PCW has served its original purpose in the market and has been reintroduced into the manufacturing process; recycled paper may contain Pre-Consumer Waste, Post-Consumer Waste or both. Pre-Consumer Waste is material generated during any step of the manufacturing process that never makes it to the consumer (scraps, trimmings, rejects).

Are your products recyclable?

Wausau Coated Products' standard pressure sensitive label products are not recyclable due to the adhesive that is used. We do however offer a recycling compatible adhesive (RCA-44), which when used with a non-wet strength paper can be put into the recycling stream. RCA-44 is designed to 'ball up' and be removed in the screening process of recycling paper.

What is the difference between biodegradable and compostable?

A product is biodegradable if it breaks down into natural elements; this typically happens in a landfill. A product is compostable if it breaks down and provides valuable nutrients to the soil. This takes place in a compost pile or similar, as this process requires the right level of oxygen, water, and heat. The main difference between the two is although biodegradable refers to any material that breaks down and decomposes in the environment, compostable material breaks down and actually provides nutrients into the soil, improving and fertilizing it.

GUIDELINES AND TIPS

Storage and Handling

- Store on flat surface (non-concrete) at 72° F and 50% relative humidity.
- When new product arrives, rotate older stock to the front.
- Keep packages sealed until ready for use and return unused stock to carton.

Press Preparation

- 24 hours in advance acclimate stock to shop conditions.
- To avoid misfeed and sheet drag, clean and adjust grippers and guides.
- To prevent face and/or label separation, do not bend toward the liner - fan and bend ream towards the face.
- Do not load higher than six inches in press feeder.

Offset Inks and Varnishes

- Always use fresh ink, preferable low-tack, and test ink before printing. Your ink supplier can recommend ink for specific pressure sensitive stock.
- Keep press speeds low to start.
- For non-absorbent facestocks, use oxidizing inks including synthetics and heavily coated sheets.
- If stocks will be laser printed; then specialty inks are needed to withstand high temperatures - up to 400° F - and the pressure of laser printers.
- Always monitor fountain solutions (pH level of 5.0 to 5.5) as the pH level can inhibit drying of oxidizing ink.
- When using UV varnishes, verify the varnish is compatible with your ink system. Use a thin coat for full polymerization. A thick deposit of clear coat may not cure properly and a post cure can cause labels to curl up from the liner.

Laser Printing as a Second Print Pass

- It is recommended to consult your ink supplier for compatible inks that withstand pressure and heat - up to 400° F.
- Standard inks could potentially contaminate the fuser and produce unpleasant or hazardous fumes.
- To prevent abrasion from the picking and feeding mechanism, inks should be scuff resistant.
- To avoid adding too much moisture to the paper, monitor the amount of ink and fountain solution during offset printing and before laser printing.
- Avoid designs with large areas of heavy ink. The excessive moisture through high ink coverage could cause curl.
- Verify that any specialty process is capable of withstanding the demands of a laser printer. Some specialty processes - like embossing and foil stamping - do not tolerate demanding laser printing.
- Avoid spray powder, which can inhibit imaging and fusing as well as leave deposits on the laser printer, resulting in equipment damage and downtime.
- Avoid preprinting, which can hinder inkjet printing since it alters the absorption properties of the facestock.

Laser, Copier and Inkjet Printing

- Before loading laser printer, fan stacks by bending ream towards the face. Fanning pressure sensitive label stock toward the liner may cause labels to lift from liner.
- Reference printer manual for print selections that may optimize a label media product's performance and appearance.
- To avoid contaminating the printer's drum, don't run damaged pressure sensitive sheets or sheets with labels lifting or missing through printers. The exposed silicone liner can build up and weaken the stiffness of the sheet, which can result in misfeeds and jams.
- To avoid heat build up that leads to sheet curl and predisposing, run sheets of labels through laser printer one at a time.
- Do not use a pressure sensitive sheet that doesn't have a laser compatible adhesive. Pressure and high temperatures of laser printing can cause non-laser compatible adhesives to ooze.
- If the internal matrix is stripped, do not use laser printer sheets. The exposed liner has a silicone coating that over time will contaminate the drum, and the weakened sheets can misfire and jam.

Guillotining

- Blades should be clean and sharp. Dull and dirty knives will drag adhesive out of the side of the label stock and contaminate the face.
- For pressure sensitive constructions, newly ground double beveled knives of high-quality steel are recommended for best results. A 1/8" wide primary bevel of 24° or 26°, and a secondary bevel of 22° to 24° are good starting combinations.
- Keep clamp pressure as light as possible, just enough to hold the lift in place without shifting. Too much pressure increases the lift density and the knife may deflect as it cuts deeper into the material.
- Cut through the back of the stock with the face down. This allows the knife to contact the paper liner and release coating, then the adhesive and face.
- If material is overcutting (the lower sheets in the lift are longer than the upper), the blade may be dull, clamp pressure could be too high, or blade may have the wrong bevel. For soft paper, decrease bevel angle by 2 degrees (26° to 24°). For hard paper, increase bevel angle by 2 degrees (26° to 28°).
- Guillotining compresses the pressure sensitive edges. Gently fan the stock by carefully bending the ream towards the face to allow sheets to feed smoothly through the printer.



Wausau Coated Products, Inc.
7801 Stewart Avenue | Wausau, WI 54401
Phone: 800-345-8039 | Email: info@wausaucoated.com
wausaucoated.com