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Wausau Coated Products Promotes Adam Frey to Executive Vice President of Sales & Marketing

Wausau, WI – Wausau Coated Products, Inc. an independent, family-owned and operated, leading manufacturer of adhesive-based label products, is proud to announce the promotion of Adam Frey to Executive Vice President of Sales & Marketing.

Adam has been a cornerstone of Wausau Coated Products for 13 years, beginning as a Sales Representative and most recently serving as Vice President of Converter Direct Sales. Over the years, Adam has consistently delivered outstanding results, fostered collaboration, and exemplified servant leadership. Known for a thoughtful and creative approach to advancing the company's mission, Adam brings positive energy and deep respect for colleagues to every endeavor.

"Like any business, we're navigating adversity while being blessed with many opportunities," said Frey. "My priorities are clear: develop our future leaders, serve our customers in everything we do, and create an environment that empowers our people to grow this company."

Reflecting on his 13 years at Wausau Coated, Frey added: "I wouldn't be in this position without the support of my WCP teammates and our customers. Their gift of time and knowledge over the years gave me the tools to take on a role as critical as this."

Looking ahead, Frey sees a strong runway for customer centric growth. "We're obsessed with understanding exactly what our customers need to succeed—and delivering on that with new services, products, and partnerships in 2026," he said.

On leadership, Frey emphasized a servant leadership approach that leaders must be willing to put themselves last and put the team first, removing hurdles, being honest about their own blind spots, and communicating clearly so everyone understands the mission and their role in it. And maybe most importantly, to give back by developing the next generation of leaders to be even better.

"Adam has played a pivotal role in shaping our success," said Ben Reif, President. "His ability to combine strategic vision with a people first mindset makes this promotion well deserved. We are excited to see the continued impact Adam will have in this expanded role."

About Wausau Coated Products:

Wausau Coated Products, Inc., a family-owned manufacturer since 1981, delivers premium adhesive-based products through distribution facilities across the U.S. and Mexico, and channels throughout the Americas, the Caribbean, New Zealand, and Australia. As a global resource for stocked and custom-engineered label solutions, Wausau Coated serves diverse industries with precision and quality. Learn more at <http://www.wausaucoated.com>.