



Erika Gunter
Wausau Coated Products
Marketing Manager
715-843-6318 (office)
elgunter@wausaucoated.com



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Wausau Coated Products Announces Amber Goodin as Customer Solutions Manager

Wausau, WI – Wausau Coated Products, Inc. an independent, family-owned and operated, leading manufacturer of adhesive-based label products, is excited to announce the promotion of Amber Goodin to Customer Solutions Manager.

Amber joined WCP in June 2024 as a Customer Solutions Specialist, quickly earning recognition for her dedication, teamwork, and commitment to customer service. “We are thrilled to promote Amber to her new role of leading our CSS team,” said Adam Frey, VP, Sales. “Her strengths in learning quickly and serving both teammates and customers will serve her well in this leadership role.”

Amber’s passion for customer solutions began with her love of building relationships and solving challenges. “I enjoy being a detective for ‘what if’ projects and collaborating with the Wausau Coated team,” Amber shared. She is proud of how quickly she adapted to the manufacturing industry and contributed as a team player.

In her new position, Amber will strategically lead and enhance the overall customer journey by implementing customer-centric strategies that increase satisfaction, build brand loyalty, and drive business growth. She looks forward to bringing more customer-facing activities to the team and fostering a fun, collaborative environment, aiming to incorporate customer needs into everyday business and encourage team-building. Focusing on a customer-first culture, Amber will oversee the customer experience initiatives, collaborate cross-functionally, and apply her leadership style to help her team improve workflows and maintain open communication.

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>.