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## **Wausau Coated Products Announces the Launch of Castile Bright Silver Foil – Dual Metal**

Wausau, WI — Wausau Coated Products Inc., an independent family-owned and operated, leading manufacturer of adhesive-based label products, is excited to announce the launch of Castile Bright Silver Foil - Dual Metal.

Castile Bright Silver Foil - Dual Metal is similar to our existing Castile Bright Silver Foil with the added benefit of seeing "metal" on both sides of the label. This product is ideal for clear liquids like tequila, vodka, or gin that you can actually see the back of the label through the liquid. It is a perfect option for brands wanting to create a premium, unique look without the added cost of metallic label material. Castile Bright Silver Foil - Dual Metal allows for the use of traditional label materials, coupled with the stunning visual effects of metallic foil, giving your brand that extra shine and sophistication that will make it stand out amongst its competition. You can easily take your creativity to the next level by adding texture to your label designs through embossing, debossing, & stamping.

Not only is this product visually stunning, but it also provides durability and resistance to moisture and heat, ensuring that your label stays intact and legible even under extreme conditions.

If you're looking for a label material that offers a unique and high-end look, Castile Bright Silver - Dual Metal Foil is a must-try. Whether you want to add a touch of glamour to your product or create a sense of luxury, this dual metal foil label material is the perfect choice.

"The launch of Castile Bright Silver - Dual Metal is another exciting example of Wausau Coated Products innovative approach to expanding the possibilities for pressure sensitive labeling. We are passionate about helping printers and brands create unique packaging," states, Adam Frey, Director, North American Sales, Wausau Coated Products. "Dual Metal has all the benefits of pressure sensitive labeling with the authentic look of a metal nameplate no matter which side of the label you are viewing."

### **About Wausau Coated Products:**

Wausau Coated Products, Inc. is an independent family owned and operated manufacturing company with distribution facilities located throughout the USA and Mexico as well as distribution channels throughout Central and South America, the Caribbean, New Zealand, and Australia. As a leading manufacturer of adhesive-based products, Wausau Coated is a one-stop resource worldwide for premium quality stocked products and custom engineered constructions to meet customer specific applications and end user needs. For more information on Wausau Coated Products, visit our website: <http://www.wausaucoated.com>.