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Wausau Coated Products Announces Gina Roemke as Senior Product Category Manager, Rolls.

Wausau, WI – Wausau Coated Products, Inc. an independent, family-owned and operated, leading manufacturer of adhesive-based label products, is proud to announce the appointment of Gina Roemke as Senior Product Category Manager - Rolls.

Gina Roemke steps into the role of Senior Product Category Manager – Rolls with a combination of experience in sales, HR, and customer solutions. Her background equips her to lead with strategic insight, technical fluency, and a deep understanding of customer needs. In this new position, Gina will guide initiatives that connect product innovation with evolving market demands and Wausau Coated Products' long-term vision.

When reflecting on what excites her most about the role, Gina shared, "I'm thrilled to step into my new role! The opportunity to drive innovation and align our product portfolio with market needs and company goals is incredibly energizing. I'm eager to collaborate with our talented team and leverage data-driven insights to deliver customer-centric solutions to the industry."

Gina's career at WCP has been marked by her ability to lead through complexity. She reflected on her time guiding the Customer Solutions team through the disruptions of COVID, integrating remote teams, and deploying new systems. "That period demanded action-oriented leadership, cultural integration, and trust-building across distances," she said. "It shaped how I approach challenges with strategy, empathy, and a focus on outcomes."

Gina also spoke to what sets WCP's product categories apart: "Our labels aren't just functional, they're crafted to enhance brand identity, ensure durability, and deliver value across industries. I aim to elevate our portfolio with high-quality products tailored to diverse vertical markets."

Outside of work, Gina finds inspiration in fast-paced, strategic hobbies like pickleball, skiing, and board games. "They mirror how I approach leadership—balancing competition with collaboration, planning ahead, and staying energized," she said.

"We're thrilled to welcome Gina into her new role as Senior Product Category Manager for Rolls." Says Adam Frey, Vice President, Converter Direct. "With over 20 years of experience at Wausau Coated Products, Gina brings deep customer insight, industry expertise, and a proven track record of leadership and project management. Her strategic mindset and dedication to excellence will be instrumental in driving future success for our customers and for WCP."

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>.