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Wausau Coated Products Names Gretchen Kray – Senior Key Account Manager

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 Gretchen Kray as Senior Key Account Manager.

In this role, Gretchen will lead relationship strategy for a portfolio of mission critical customers, focusing on long term partnership development, opportunity creation, and sustained growth.

“Gretchen brings a rare combination of strategic account leadership and customer advocacy,” said Adam Frey, EVP Sales & Marketing. “Gretchen’s appointment reflects our commitment to long-term value creation. Her leadership will help us focus on key customer needs, unlock new opportunities, and sustain momentum across key relationships.”

Gretchen’s leadership has been instrumental in the expansion of Wausau Coated’s distribution segment. In her previous roles as Business Manager-Distribution Products and Director of Commercial Development, she guided initiatives that strengthened our merchant and distribution channels, built lasting relationships, and drove significant growth in this key area of our business.

“I’m excited to step into the role of Senior Key Account Manager and continue doing what I value most, building trusted relationships with our customers and partners,” said Gretchen Kray. “By combining nearly three decades of product knowledge with a relationship-centered approach, I aim to help grow Wausau Coated’s presence in the distribution channel. The most rewarding part of my career here has been seeing trust and collaboration turn into long-term partnerships, and I’m grateful for the incredible support of my colleagues as we serve our customers together.”

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>.