



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



FOR IMMEDIATE RELEASE: 07/18/2023

Wausau Coated Products Announces Rick Laliberte as the New Chief Financial Officer (CFO)

Wausau, WI — Wausau Coated Products Inc., an independent family owned and operated, leading manufacturer of adhesive-based label products, is pleased to announce the appointment of Rick Laliberte as the new Chief Financial Officer (CFO).

Rick joins Wausau Coated Products with an extensive business and finance background. Prior to his new role at Wausau Coated Products, Rick held several executive positions in industry leading companies including Solid Comfort, Inc, Ingersoll-Rand Company, and Bobcat.

In his new role as CFO, Rick will be responsible for the areas of Accounting, Purchasing, and IT. He will be actively involved with these teams at Wausau Coated to ensure continued success of the company and preserve our ability to reinvest in the business and our employees.

“Rick’s extensive financial and business experience will be a huge asset to our organization,” states, Ben Reif, President/Owner, Wausau Coated Products. “We are extremely excited to have Rick in his new role as CFO and we welcome his knowledge and look forward to watching him succeed.”

“I am very excited to join an extremely talented team that is guided by solid company values, a spirit of innovation, a mindset of operational excellence and a customer centric business model,” states, Rick Laliberte, CFO, Wausau Coated Products.

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>.