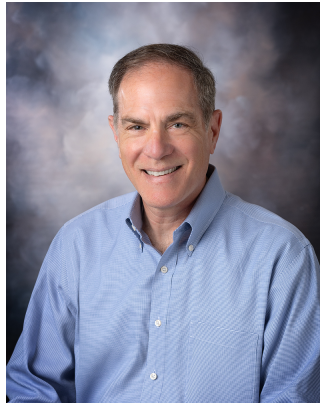




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Wausau Coated Products Announces the Promotion of Dave Rosen to Chief Growth Officer

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 Dave Rosen to Chief Growth Officer (CGO).

In his new role, Dave Rosen will drive the company's international expansion efforts. With nearly 40 years of industry experience and a proven track record in leadership and innovation, Dave previously served as Executive Vice President, playing a pivotal role in branding and adapting to market demands. His MBA in marketing strategy equips him with the expertise needed for this vital position.

Dave's extensive international experience has been key in aligning growth strategies with business objectives. "Living and working outside the US has taught me the importance of understanding and catering to customers in their specific contexts, building trust and engagement," he stated. Under his leadership, the commercial team has embraced a culture of empowerment, delivering exceptional results and establishing Wausau Coated Products as a leader in the manufacturing sector.

"Since joining Wausau Coated over two years ago, Dave has become an integral part of Wausau Coated, making a significant impact on our business. As we look to the future, we are eager to leverage his vast experience in international markets to strengthen our global relationships," said Ben Reif, President and CEO of Wausau Coated Products. "Our aim is to forge new partnerships and continue to serve our customers with the exceptional quality they expect from us. We believe that our international objectives will not only enhance our relationships but also bring new opportunities for our company."

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>.