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Wausau Coated Products Announces the Promotion of Gina Roemke to Senior Manager, Customer Solutions

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 Gina Roemke to Senior Manager, Customer Solutions.

Gina has been with Wausau Coated Products (WCP) for over 25 years. During this time, she has worked in different roles in the organization including HR Manager, Outside Sales Representative, Product Marketing Manager, and her most recent role as Inside Sales Manager. As Inside Sales Manager, she has continuously elevated the team's impact by supporting customers on many levels and served as the vital conduit to all Wausau Coated internal and external stakeholders.

In her new role at Wausau Coated Products, Gina will continue to manage the recently rebranded Customer Solutions Team on-site in Wausau and offsite in Bala Cynwyd, PA. She will continue to champion the customer interface components and lead our world-class customer intimate engagement and support while collaborating with WCP's Technical, Operations, and Sales teams to effectively prepare the Customer Solutions team to support our next growth horizon.

"Gina's hard-work and dedication to the company is evident and the elevation of her role is well earned," noted Dave Rosen, Executive Vice President, Wausau Coated Products. "Gina has played a pivotal role as a visionary leader in spearheading the department's rebranding efforts and adapting it to meet the evolving demands of our business and the market. Her efforts have not only enhanced the department's existing strengths but also positioned it as an even more formidable force. The new department name reflects its indispensable role within our organization. The elevation of her role signifies our recognition of her invaluable contributions."

"Over the past few years, our Inside Sales team has evolved, grown, and embraced new challenges. To reflect who we are today and to truly capture the broad spectrum of advocacy and support we provide our customers we have rebranded our Inside Sales Team to Customer Solutions Team and our Customer Solutions Specialists. Our team rebrand highlights our refocus on customer facing interactions and our commitment to excellence. Our mission - to be best in class of customer support," states, Gina Roemke, Senior Manager, Customer Solutions. "I am proud of our team and excited to be leading them on our next steps ahead."

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>.