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Wausau Coated Products Marks DigiCut™ Sheeter Installation with BW Papersystems Ribbon Cutting

WAUSAU, Wis. — November 20, 2025 — Wausau Coated Products (WCP) hosted a ribbon cutting ceremony on November 20th to commemorate the installation and operation of its new BW Papersystems DigiCut™ Sheeter. The event highlighted a strategic investment in converting capability and a collaborative partnership focused on performance, reliability, and long-term growth.



Ben Reif, CEO of Wausau Coated Products, cuts the ribbon during a ceremony celebrating the installation of a BW Papersystems DigiCut™ sheeter, alongside members of the Wausau Coated Products and BW Papersystems teams.

The DigiCut™ Sheeter is the first new large-format sheeting technology installed at Wausau Coated Products in decades. Designed to support higher volumes, wider formats, and tighter tolerances, the system strengthens Wausau Coated Products ability to meet evolving customer requirements while supporting future automation and process integration.

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“This is the first new large-format sheeting technology we’ve brought into Wausau Coated in a very long time,” Mitch Block, Continuous Improvement Manager – Process Engineering at WCP. “It’s a meaningful investment that supports our growth strategy and positions us to continue improving efficiency and capability as market demand increases.”

The DigiCut™ sheeter delivers increased throughput, improved uptime, and consistent sheet quality—key advantages for operations that demand precision and dependable delivery. Advanced knife and drive technologies enable extended run times with reduced maintenance, supporting higher overall equipment effectiveness.

“The speed and efficiency of this machine allow us to shorten lead times and better serve our customers,” said Mitch Stankowski, Equipment & Facilities Project Manager – Maintenance at WCP.

“By relieving capacity constraints, it creates opportunities to expand existing programs and pursue new business.”

From an operational standpoint, the DigiCut™ sheeter supports more efficient processing and greater consistency across converting operations.

“This machine allows us to process larger volumes more efficiently,” said Brian Lavicka, Converting Department Manager at WCP. “That translates to faster ship dates, improved consistency, and the flexibility to support larger and more complex orders.”

The ribbon cutting also underscored the close working relationship between Wausau Coated Products and BW Papersystems. As a local, industry-leading equipment supplier, BW Papersystems collaborated closely with WCP throughout the project lifecycle.

“BW Papersystems has been extremely responsive and professional throughout the project,” Block added. “Their technical expertise and support made this a smooth implementation and a strong example of what a true equipment partnership should look like.”

The DigiCut™ sheeter reflects BW Papersystems’ innovation in sheeting and converting technology, combining advanced controls, automation-ready architecture, and precision knife design

“The efficiency and capability of the DigiCut are world-class,” said Joe Zanon, Chief Operation Officer at WCP. “It demonstrates BW Papersystems’ ability to deliver solutions that align with our operational goals and our customers’ performance expectations.”

The November 20 ribbon cutting brought together employees and partners to recognize a successful project and a shared commitment to continuous improvement and collaboration.

“Great people make great organizations,” Joe added. “This project reflects the dedication of both teams, and we’re excited about what the future holds for our partnership.”



Left to Right: Ben Barnard, Robert Bushman, Brian Lavicka, Mitch Block, Joe Zanon, Mitch Stankowski, Seth Weiler, and Ben Reif.

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>.

About BW Papersystems:

BW Papersystems, a Barry-Wehmiller company, is a global supplier of paper converting, sheeting, and packaging equipment, providing innovative solutions supported by deep industry expertise and responsive service.