



Wausau Coated Products Joins New Consortium to Promote Global Recycling in Self-Adhesive Label Industry “CELAB: Toward a Circular Economy for Labels”

October 2020 – Wausau, WI - Wausau Coated Products is pleased to announce that it has joined companies from around the world in the creation of a new Consortium, **CELAB: Toward a Circular Economy for Labels**. CELAB - Circular Economy for Labels - is an industry initiative, founded by companies in the self-adhesive label industry to create greater circularity for its products by enhancing and promoting matrix and release liner recycling around the world.

In forming CELAB, Wausau Coated Products joins other leading companies in the self-adhesive label industry to facilitate collaboration at a global level, foster regional initiatives and find and encourage the universal adoption of industry best practices.

“Wausau Coated Products believes that making best use or re-use of labeling by-products is more important than ever, so we joined and support the CELAB consortium,” said Jim Sheibley, Executive Vice President Sales & Marketing at Wausau Coated Products. “The by-products of the label industry have value which has not been widely realized. By working with our customers as they influence their customers, we strive to make the label industry more sustainable. CELAB will help customers, paper & plastic recycling firms, and energy firms realize the hidden value in label matrix and used release liner.”

CELAB will operate as a coalition, empowered to reach across the entire value chain to promote a circular economy for self-adhesive label materials.

CELAB includes a Global Steering Committee and regional Branches in Europe and North America, with plans to expand to other regions in the future. The regional Branches are designed to address the wide variance in production processes and recycling capability in different markets. Work streams are organized to address various aspects of matrix and release liner recycling, including analyzing technical issues, promoting the use and creation of recycling networks and solutions, interacting with government regulators, and educating the industry and public.

For additional information on Wausau Coated Products, visit www.wausaucoated.com

For additional information on CELAB and its activities, visit www.celabglobal.org.