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Wausau Coated Products Announces Steve Luedke as the New Vice President of Technology & Engineering

Wausau, WI — Wausau Coated Products Inc., a leading manufacturer of adhesive-based label products, is pleased to announce the appointment of Steve Luedke as the new Vice President of Technology & Engineering.

Steve joins Wausau Coated Products with over 25 years of label and packaging experience. Prior to his new role at Wausau Coated Products, Steve held a variety of positions in industry leading companies including WS Packaging Group, MCC Label, and Innovairre. During his tenure at WS Packaging/MCC he served in several key roles including Business & Market Development Manager, and Director of Engineering, North America. Steve also held the role of Chief Engineering Officer, Domestic Platform at Innovairre.

In his new role, Steve will be responsible for R&D/technical compliance; equipment capability; and quality control.

“We are extremely excited to have Steve in his new role as Vice President of Technology & Engineering,” states, Ben Reif, President/Owner, Wausau Coated Products. “Steve’s industry knowledge and engineering experience will be a huge asset to the organization. We welcome Steve’s knowledge and look forward to watching him succeed in his new role.”

“I have worked very closely on product development with the team at Wausau Coated Products for over 20 years as a customer of theirs,” states, Steve Luedke, Vice President, Technology & Engineering. “I was always impressed with their ingenuity and willingness to put the R&D time and resources into unique product ideas that we brought to them. It’s a great business model that I feel sets them apart from other suppliers in this space, and I’m excited for the opportunity to use my industry experience to help support and grow the business.”

About Wausau Coated Products:

Wausau Coated Products, Inc. is a privately held 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>.