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### **Wausau Coated Products Welcomes Sarah Hilton as Product Manager, Digital and Converted Products.**

**Wausau, WI** — Wausau Coated Products Inc., an independent, family-owned and operated, leading manufacturer of adhesive-based label products, is excited to announce the appointment of Sarah Hilton as Product Manager, Digital and Converted Products.

Sarah is a graduate of Macalester College in St. Paul, Minnesota and since then, she has built a career in marketing/communications and product management, as both a direct employee and on a consulting basis. Most recently, she led the strategic rebranding and market launch of Empower Label, successfully introducing the new brand to the marketplace in March 2025.

“I’ve worked at nonprofits and Fortune 500 companies, in start-up environments and on corporate teams. I’m grateful to be joining a family-owned company that’s truly focused on finding solutions for customers,” said Sarah Hilton. “This is a really exciting period of growth and customer demand, and I believe that product management can be very impactful. This is a new role, with the clear advantage of being positioned alongside a tremendous team of experienced, knowledgeable, innovative colleagues at both Wausau Coated and Empower Label, a wholly owned subsidiary of Wausau Coated Products.”

In her new position, Sarah will focus on identifying market trends, driving new product development, and launching profitable product offerings. She will collaborate closely with the Sales & Marketing teams at Wausau Coated Products and Empower Label to shape the strategy and execution of our digital and converted label product portfolio.

“Sarah brings extensive experience in marketing, communications, and product management, having worked both as a direct employee and consultant for over 15 years,” states Gretchen Kray, Director of Commercial Development. “We are thrilled to have Sarah onboard and look forward to her valuable contributions!”

#### **About Wausau Coated Products:**

Wausau Coated Products, Inc. is an independent family owned and operated manufacturing company since 1981 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>.