



FOR IMMEDIATE RELEASE: 10/25/2023

Erika Gunter
Wausau Coated Products
Marketing Project Manager
715-843-6318 (office)
elgunter@ausaucoated.com

Wausau Coated Products Announces the Launch of 100# Rustichello Non-Woven Roll Label Stock

Wausau, WI — Wausau Coated Products Inc., an independent family-owned and operated, leading manufacturer of adhesive-based label products, is excited to announce the launch of W036504 - Indigo 100# Rustichello Non-Woven Roll Label Stock.

100# Rustichello is formed from fibers that are randomly distributed and non-directional, providing a hand-made artisan look with a textured irregular surface. The face stock is a non-woven synthetic paper that is known for its durability without tearing. Its beautiful fibrous textured surface is top coated for optimum print results making it ideal for high-end wine and spirit applications.

100# Rustichello has an ultra-aggressive permanent adhesive designed for difficult-to-label surfaces. It offers excellent initial tack and ultimate adhesion to a variety of substrates. It is UV-resistant, water-resistant, chemical-resistant, and solvent-resistant, ensuring its durability in various environments. It is manufactured with a 1.2 mil clear polyester liner providing high strength and durability to the label stock. This makes it a great choice for high-speed automatic roll-to-roll applications that require both an elegant appearance and dependable performance.

100# Rustichello Roll Label Stock is a versatile and durable option for creating visually appealing labels for high-end products like wine and spirits. Its combination of textured surface, strong adhesive properties, and resistance to various environmental factors make it a valuable choice for labeling applications that demand both aesthetics and functionality.

“Our customers have voiced their need for a label material with a handmade appearance that brings texture, and an artisan craft look and feel to their packaging. 100# Rustichello delivers just that,” states, Adam Frey, Director, North American Sales, Wausau Coated Products. “We look forward to seeing the creative designs that our customers come up with for their label projects with this material.”

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>.