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

Wausau Coated Products Announces the Release of 60# Black Vellum Pearlescent Label Stock

Wausau, WI — Wausau Coated Products, Inc., a leading manufacturer of adhesive-based label products, is excited to announce the release of 60# Black Vellum Pearlescent label stock to their wine & spirits product line.

60# Black Vellum Pearlescent label stock has an elegant shimmer and a smooth opalescent finish. The vellum finish easily accepts embossing, foil stamping, and die cutting. Its H-318 adhesive provides the same reliable performance that their customers have come to rely on. 60# Black Vellum Pearlescent has wet strength properties to increase performance in moist environments and is FSC® Certified (FSC License Code - FSC-C008943).

“Adding features that help you attract new consumers is one of the many ways we help brands elevate their packaging. Our Indigo 60# Black Vellum Pearlescent product puts an interesting twist on a trending black paper wave,” states, Adam Frey, Business Manager, Roll Products, Wausau Coated Products. “By adding a pearlized effect we created a one-of-a-kind product that will provide a unique label for brands. And, as always, our H-318 adhesive will provide the same reliable performance that our customers have come to rely on.”

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>.

