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## **Wausau Coated Products Becomes Exclusive Distributor of PaperTyger®**

**Wausau, WI** — Wausau Coated Products, Inc., a leading independent manufacturer of adhesive-based label products, announced it is now the exclusive distributor of PaperTyger®, a durable printable media engineered to deliver the strength of synthetic substrates with the printability and sustainability of paper. PaperTyger® is a non-adhesive, non-pressure-sensitive printable media, marking an expansion of Wausau Coated's portfolio beyond traditional adhesive-based offerings. PaperTyger® will be commercially available beginning May 6.

Constructed with a unique paper/film/paper laminate, PaperTyger® offers excellent tear and water resistance while maintaining high-white surfaces for sharp text and vibrant graphics. The material is compatible with offset, laser, copier, and digital print technologies, making it well suited for both commercial and industrial applications.

“Becoming the exclusive distributor of PaperTyger® is an important step forward for Wausau Coated Products,” said Ben Reif – President and CEO. “We’re excited to partner with Chase Corporation and take on stewardship of a well-established brand. PaperTyger® is in good hands with Wausau Coated, and we’re committed to leveraging our sales and marketing expertise to grow the brand and expand its reach for years to come.”

“We are excited to partner with Wausau Coated Products, a company well known across the converting market segment for its quality service and advanced converting capabilities,” said Mark Weibel, National Sales Manager for PaperTyger®. “This strategic partnership enables Wausau Coated to sell and distribute our durable, high-performance papers while supporting our strategy to expand within targeted durable paper and performance material segments and continue building the PaperTyger® brand.”

PaperTyger® is well suited for applications such as tear-resistant tags, water-resistant maps, tickets, field-use applications, and promotional graphics, offering a durable, high-quality solution across a wide range of uses.

“We’re thrilled to expand our portfolio to include PaperTyger®,” said Sarah Hilton – Product Manager, Digital and Converted Products. “Our initial focus is on established PaperTyger® sizes and products that our distribution partners already recognize and can transition to easily, while also laying the groundwork to grow the opportunity even further.”

**For more information or to request samples, contact Wausau Coated Products or visit [www.wausaucoated.com](http://www.wausaucoated.com).**

### **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>.