



FOR IMMEDIATE RELEASE: 09/08/2026

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Wausau Coated Products Introduces New Wash-Away Label Technology for Reusable Glass Packaging

WA-669 Wash-Away Adhesive Debuts on Two Premium Wine & Spirits Label Materials at LOUPE Americas 2026

WAUSAU, WI. – September 8, 2026 – Wausau Coated Products announced the launch of its new WA-669 wash-away adhesive technology, a labeling solution engineered to deliver reliable on bottle performance while supporting reusable and returnable glass packaging programs. The technology will make its public debut at LOUPE Americas 2026, where attendees can experience live demonstrations and receive sample materials.

Designed specifically for glass and other non-porous surfaces, WA-669 combines the performance expected from a permanent pressure-sensitive adhesive with the clean removability required for bottle reuse applications. The adhesive remains securely affixed during ice bucket exposure but washes away cleanly in commercial hot-water and caustic wash systems or at home using hot water and agitation.

"Wine and beverage brands continue to look for packaging solutions that balance premium presentation with sustainability goals," said Gina Roemke, Senior Product Category Manager – Rolls "WA-669 gives brands the performance they need on the shelf and in the consumer experience while helping support circular packaging initiatives through bottle reuse."

The initial launch includes two FSC®-certified wine and spirits facestock options:

- **70# Bright White Felt 30% PCW with Wet Strength**
- **60# Estate Label® #8 Vellum with Wet Strength**

Both constructions are paired with WA-669 adhesive and a 1.2 mil 90% recycled polyester (r-PET) liner. The adhesive technology can also be paired with additional facestock and liner combinations to support a broad range of labeling applications.

Attendees of LOUPE Americas 2026 are invited to visit Wausau Coated Products for hands-on demonstrations showing how WA-669 withstands ice bucket conditions and removes cleanly from glass surfaces. Sample materials will be available throughout the event.

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>.