



News Release

Wausau Coated Products Appoints Adam Frey Business Manager – Roll Sales

Wausau, WI, USA (August 23, 2021) - Wausau Coated Products Inc., a leading manufacturer of adhesive-based label products, is proud to announce the promotion of Adam Frey to the role of Business Manager – Roll Sales. Adam has excelled in sales, product management and commercial marketing roles and will be taking a leadership role within the Sales and Marketing team.

Adam will have commercial responsibility for our roll pressure sensitive and flexible packaging product palette and direct customer relationships across North America. He will manage our roll direct sales team in North America.



I am excited to have Adam in this new role,” said Jim Sheibley, Executive Vice President of Sales and Marketing for Wausau Coated. “As our business grows and enters new segments, Adam’s leadership and experience will allow Wausau Coated to focus on our core roll pressure sensitive customers.”

For more information, please contact us at info@wausaucoated.com or visit the Wausau Coated Products’ website at wausaucoated.com

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.