



Experts in “What If...”

CRAFT BEVERAGE LABEL PRODUCTS

Beer, Cider & Gourmet Soda





Labels have the ability to set your brand apart from the rest of the competition on the shelf or in the cooler. Customers perceive value of a product through its packaging. Make an impact with the label material you choose! Bottle or can labels are available in coated and uncoated paper, film and eco-friendly materials.

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August 2022



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At Wausau Coated, we offer Craft Beverage Label materials that include wet strength, PCW content, FSC® certification, even wood veneer. Craft breweries use unique and high quality ingredients to develop outstanding beverages, we can provide label materials that are as unique and convey your brand on the outside of the bottle or can.



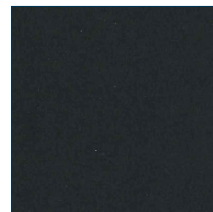
Facestock Materials

Craft beer labels, like the liquid that is craft beer, have evolved into an artform of sorts. The best way to differentiate your brand from others is to design a memorable label. Using a unique label facestock material can help brand owners achieve that goal.

Label stock materials to consider include:

- Paper stocks with wet strength
- Textured paper stocks
- Colored paper stocks; natural or black
- Wood veneer
- Environmentally friendly
- Foil
- White or clear films
- Metalized film
- Holographic film

Continue the experience of craft beer or gourmet sodas with smooth or textured label materials. Pressure sensitive labels can be used on cans or bottles. The combination of a unique label material, intense graphics and a distinctive die line can create an experience before the container is even opened.



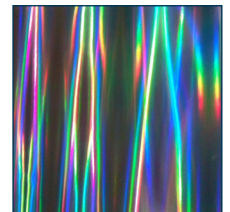
Black Vellum



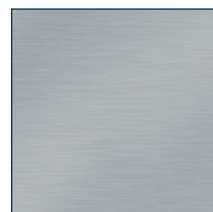
Felt Texture



Cherry Veneer



Holographic Film



Metalized Film



Natural Kraft

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Adhesive Materials

Functionality of a label is key; the label adhering to the bottle or can is critical. The initial tack, or the immediate holding power of the label, on contact is important in the application process as well as the time required for the label to achieve ultimate adhesion. When labeling craft beverages, the application can be a wet or a dry process. We have adhesives that can perform in these environments. Match your process within the wet or dry category and you will find a quick and easy label option.

Wet Applications

Wet application can be a very demanding process. The label must adhere quickly and remain intact while continuing down the bottling line. Wausau Coated offers two wet application adhesive options.

P-890

An aggressive rubber based permanent adhesive with excellent initial tack and ultimate adhesion. P-890 performs well when applied to moist or wet surfaces. It offers excellent die cutting and converting properties.

PCT-524

This adhesive performs well when applied to moist or wet surfaces. It is a very aggressive cold temperature permanent adhesive with great cold flow properties.

PCT-885

An aggressive rubber based permanent adhesive with excellent initial tack and ultimate adhesion on most substrates, including low energy plastic surfaces. It offers excellent die cutting and converting properties.



Dry Applications

Dry application is typically an easier process. Once labeled, the bottle will be placed in a cold or moist environment so it is important that the adhesive settles and holds the label on the can or bottle.

H-318

This adhesive performs best when applied to dry surfaces. H-318 is the ideal choice for high-end beverage, beer and spirits, with improved resistance to moisture and humidity after bottling. It was engineered to provide excellent high initial tack and quicker label adhesion onto glass while providing functional converting performance on an array of face stocks. It is the adhesive of choice for textured and embossed/debossed labels that will ultimately be exposed to moisture and humidity by resisting and limiting bubbling and wrinkles.

AT-2060

An aggressive all-temp emulsion acrylic permanent adhesive with good room temperature and excellent cold temperature performance. It exhibits high initial tack and adhesion when applied to dry surfaces, even on the most textured and hard-to-label substrates. Designed with good die-cutting and stripping properties.







CP-300


Performs best when applied to dry surfaces, CP-300 is a clear permanent emulsion acrylic with excellent clarity and good initial tack. Excellent choice for beverage bottles.

i8017









An ultra-aggressive permanent designed for difficult-to-label surfaces. It offers excellent initial tack and ultimate adhesion to a variety of substrates. i8017 is UV resistant, water resistant, and offers some solvent resistance.

WET APPLICATIONS

Catalog #	Description - Optimized for HP Indigo Press	Adhesive	Liner	Master Width	Warehouse				
PAPERS					WI	NV	WA	GA	MX
W011376	60# Semi Gloss	PCT-524	40# SC	39"	x	x			
 W034212	60# Estate Label® #4 w/ Wet Strength, FSC® Certified	P-890	44# PK	39"	x				
 W034210	60# Estate Label® #8 w/ Wet Strength, FSC® Certified	P-890	44# PK	39"	x				
 W023295	60# Estate Label® #8 w/ Wet Strength, FSC® Certified	PCT-524	1.2 mil Clr PET	39"	x				
 W034224	60# Estate Label® #9 w/Wet Strength, FSC® Certified	P-890	44# PK	39"	x				
 W034222	60# Avon Brilliant White Classic® Linen w/Wet Strength, FSC® Certified	P-890	44# PK	39"	x				
 W034214	70# Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	P-890	44# PK	39"	x				
W034216	70# Dull Silver Foil	P-890	44# PK	26"	x				
FILMS									
W012825	2.6 mil White Polypropylene	PCT-524	40# SC	39"	x	x			x

Catalog #	Description - Flexo/ILP	Adhesive	Liner	Master Width	Warehouse				
PAPERS					WI	NV	WA	GA	MX
W011375	60# Semi Gloss	PCT-524	40# SC	39"	x				
 W034346	Ever Opaque® XL Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	P-890	1.2 mil Clr PET	39"	x				

DRY APPLICATIONS

Catalog #	Description - Optimized for HP Indigo Press	Adhesive	Liner	Master Width	Warehouse				
PAPERS					WI	NV	WA	GA	MX
W016052	60# Semi Gloss	AT-2060	40# SC	39"	x	x			
W027838	60# Semi Gloss	H-318	44# PK	39"	x	x			
W027761	60# Matte Litho w/Wet Strength	H-318	44# PK	39"	x	x			
W027824	60# Matte Litho w/Wet Strength	H-318	1.2 mil Clr PET	39"	x	x			
W033637	55# Bella® Label White Laid w/Wet Strength	P-890	1.2 mil Clr PET	39"					x
W033641	55# Bella® Label Natural Laid w/Wet Strength	P-890	1.2 mil Clr PET	39"	x				
 W027828	60# Estate Label® #4 w/ Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x	x	x	
 W027833	60# Estate Label® #4 w/ Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	x			
 W027826	60# Estate Label® #8 w/ Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x	x		
 W025551	60# Estate Label® #8 w/ Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	x	x		
 W027835	60# Estate Label® #9 w/ Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x		x	
 W027886	60# Estate Label® #9 w/ Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	x			
 W032713	60# Estate Label® #12 w/100% PCW, w/ Wet Strength, FSC® Certified	H-318	1.2 mil Clr 90% r-PET	39"	x				
 W034962	60# Estate Label® #14 w/100% PCW, w/ Wet Strength, FSC® Certified	H-318	1.2 mil Clr 90% r-PET	39"	x				

A  signifies an environmentally friendly facstock.

WI = Wausau, Wisconsin




















NV = Las Vegas, Nevada

GA = Roopville, Georgia

WA = Kent, Washington

MX = Mexico City, Mexico


















DRY APPLICATIONS

Catalog #	Description - Optimized for HP Indigo Press	Adhesive	Liner	Master Width	Warehouse				
PAPERS					WI	NV	WA	GA	MX
 W028897	60# Solar White Classic Crest® w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x			
 W029459	60# Solar White Classic Crest® w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	x			
 W027842	60# Avon Brilliant White Classic® Linen w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x			
 W027899	60# Avon Brilliant White Classic® Linen w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	x			
 W027845	60# Avon Brilliant White Classic Crest® w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x	x	x	
 W027847	60# Avon Brilliant White Classic Crest® w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	x	x		
 W028046	60# Classic Natural White Classic Crest® w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x			
 W031708	60# Classic Natural White Classic Crest® w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x				
 W027649	70# Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x	x		
 W026971	70# Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	x	x		x
 W032712	70# Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr 90% r-PET	39"	x				
 W027852	70# Natural Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x		x	x
 W027854	70# Natural Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	x			
 W034218	70# Natural Felt w/30% PCW, w/Wet Strength, FSC® Certified	P-890	44# PK	39"	x				
 W031368	70# Classic Felt w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x				
 W027651	70# Eggshell Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x	x		x
 W027877	70# Eggshell Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	x			
 W034895	55# Recycled Natural Kraft w/100% PCW	H-318	1.2 mil Clr 90% r-PET	39"	x	x			
W028844	60# Black Vellum w/Wet Strength	H-318	44# PK	39"	x	x		x	
W028128	60# Black Vellum w/Wet Strength	H-318	1.2 mil Clr PET	39"	x	x			x
 W031478	Cherry Wood Veneer	i8017	1.2 mil Clr PET	39"	x				
 W035139	Oak Wood Veneer	i8017	1.2 mil Clr PET	39"	x				
 W031558	Birch Wood Veneer	i8017	1.2 mil Clr PET	39"	x				
W016451	2 mil Shimless Rainbow Holographic Paper	AT-2060	40# SC	26"	x	x			x
FILMS					WI	NV	WA	GA	MX
W016187	2 mil Shimless Rainbow Holographic Film	AT-2060	50# SC	39"	x	x			x
W023760	2 mil Shimless Rainbow Holographic Film	AT-2060	1.2 mil Clr PET	26"	x				
W034103	1.9 mil Clear Polypropylene	AT-2060	40# SC	39"	x	x		x	
W011594	2 mil Clear Polypropylene	CP-300	1.2 mil Clr PET	39"	x	x		x	
W018140	2.3 mil White Polypropylene	AT-2060	40# SC	39"	x	x			x
W017956	2.3 mil White Polypropylene	AT-2060	1.2 mil Clr PET	39"	x	x			
W018134	2.6 mil White Polypropylene	AT-2060	40 # SC	39"	x	x			x
W017954	2.6 mil White Polypropylene	AT-2060	1.2 mil Clr PET	39"	x	x			
W018510	2.6 mil White Polypropylene	AT-2060	44# PK	39"	x	x			
W019205	2 mil Metalized Polypropylene	AT-2060	40# SC	39"	x	x		x	
W018153	2 mil Metalized Polypropylene	AT-2060	50# SC	39"	x	x			
W020187	2 mil Metalized Polypropylene	AT-2060	1.2 mil Clr PET	39"	x				

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WI = Wausau, Wisconsin NV = Las Vegas, Nevada GA = Roopville, Georgia WA = Kent, Washington MX = Mexico City, Mexico

DRY APPLICATIONS

Catalog #	Description - Flexo/ILP	Adhesive	Liner	Master Width	Warehouse				
PAPERS					WI	NV	WA	GA	MX
W027837	60# Semi Gloss	H-318	44# PK	39"	x	o			
W027759	60# Matte Litho w/Wet Strength	H-318	44# PK	39"	x	o			
W027823	60# Matte Litho w/Wet Strength	H-318	1.2 mil Clr PET	39"	x	o			
W035489	55# Bella Label White Laid w/Wet Strength	P-890	1.2 mil Clr PET	39"	x	o			
 W027827	60# Estate Label® #4 w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	o			
 W027832	60# Estate Label® #4 w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	o			
 W026462	60# Estate Label® #8 w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	o			
 W025550	60# Estate Label® #8 w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	o			
 W027834	60# Estate Label® #9 w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	o			
 W027885	60# Estate Label® #9 w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	o			
 W035555	75# Estate Label® #14 Bright White Smooth Laminate w/PCW, w/Wet Strength, FSC® Certified	WL-105	1.2 mil Clr 90% r-PET	39"	x				
 W027802	60# Avon Brilliant White Classic® Linen w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	o			
 W027898	60# Avon Brilliant White Classic® Linen w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	o			
 W027805	60# Avon Brilliant White Classic Crest® w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	o			
 W027846	60# Avon Brilliant White Classic Crest® w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	o			
 W035577	60# Solar White Classic Crest® 30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	o			
 W026460	70# Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	o			
 W026970	70# Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	o			
 W027800	70# Natural Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	o			
 W027853	70# Natural Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	o			
 W027650	70# Eggshell Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	o			
 W027876	70# Eggshell Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil Clr PET	39"	x	o			
W027896	60# Black Vellum w/Wet Strength	H-318	44# PK	39"	x	x			
W035752	60# Black Vellum w/Wet Strength	H-318	40# SC	39"	x				
W031551	Cherry Wood Veneer	i8017	1.2 mil Clr PET	39"	x				
W035385	Oak Wood Veneer	i8017	1.2 mil Clr PET	39"	x				
W032238	Birch Wood Veneer	i8017	1.2 mil Clr PET	39"	x				
FILMS					WI	NV	WA	GA	MX
W016358	1.9 mil T/C Clear Polypropylene	CP-300	1.2 mil Clr PET	39"	x				
W024469	2.6 mil T/C White Polypropylene	AT-2060	40# SC	39"	x	x			
W028173	2.6 mil T/C White Polypropylene	AT-2060	44# PK	39"	x				
W034941	51# Silver Metalized Paper, w/Wet Strength	P-890	1.2 mil Clr PET	39"	x				

x - Minimum order quantity: 1 master (at stock width listed above) x 1,668 LF

o - No trim when shipped from that specific warehouse.

Minimum order quantity for a No Trim item: 1 roll x 5,000 or 10,000 lineal feet per roll. Minimum roll width is 4".

Estate Label®, Classic Crest®, and Classic® Linen are registered trademarks of Neenah, Inc.

FSC® is a registered trademark of the Forest Stewardship Council®

FSC® C008943

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Experts in “What If...”

“What If” means endless possibilities — a challenging and exciting process to invent and customize products based on your specific needs.

Together, with our technical team, we can develop your own specialized solution.



Wausau Coated Products is a second-generation, family-owned company, and a leading manufacturer of pressure sensitive (self-adhesive) roll label stock. Our commitment to fast and friendly service is only surpassed by our industry knowledge, our vast, high-quality product selection, and our ability to create new product solutions to solve customer challenges.

We employ personal service to our family of customers — your needs become our needs, and your success is our success.



Wausau Coated Products, Inc.

800-345-8039 | info@wausaucoated.com

wausaucoated.com | [f](#) [@](#) [in](#)

Please contact your Wausau Coated Sales Representative with your specific application or end-use needs.

Stocked Products

Wausau Coated maintains one of the broadest selections of unique, readily available face stock. Our stocked items are all available for immediate shipment with a low minimum order quantity. Trial rolls are available and recommended to determine the suitability of any product for a particular application.

Custom Products

We can mix and match many of our facestocks with various adhesive technologies and liner options. Our knowledgeable and experienced sales team and technical staff work hand-in-hand to quickly turn a concept into a product, delivering solutions that will give you the competitive advantage. If you have a unique labeling project, contact our Customer Service Department and we will work with you to find a solution.

Sustainable Solutions

When it comes to labeling solutions that are eco-friendly, more products made with alternative fibers are becoming available. Whether it is water-based adhesives, FSC® certified options, products manufactured with 100% recycled or tree free fiber; we offer environmentally responsible roll label selections to fit your needs.