



Experts in “What If...”

CUSTOM SHEET PROGRAM



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Building a Custom Product



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Building a custom product is a great way to gain an advantage over your competition. Helping your customer design a product for their specific needs allows you to "lock-in" the business and develop a true partnership. Take advantage of what Wausau Coated's Custom Sheet Program has to offer and see your business opportunities grow.

Our Custom Sheet Program allows you to mix and match to create the ideal pressure sensitive product to meet your needs. You choose the facestock, adhesive and liner with the scoring and packaging options you need.

Facestock Options

- 50# Uncoated
- 60# Uncoated
- 60# Matte Litho
- 60# Semi Gloss
- 60# High Gloss
- 60# High Gloss Toner
- 60# Red Fluorescent
- 60# Green Fluorescent
- 60# Chartreuse Fluorescent
- 60# Orange Fluorescent
- 60# Pink Fluorescent
- 8 pt. C1S Tag
- 3.4 mil White Flexible Vinyl
- 3.5 mil Clear Flexible Vinyl
- 2 mil Clear Polyester
- Astrobrights® Solar Yellow™ - FSC® Certified
- Astrobrights® Cosmic Orange™ - FSC® Certified
- Astrobrights® Lunar Blue™ - FSC® Certified
- Astrobrights® Terra Green™ - FSC® Certified
- Astrobrights® Pulsar Pink™ - FSC® Certified
- Astrobrights® Gamma Green™ - FSC® Certified
- Astrobrights® Re-Entry Red™ - FSC® Certified
- Bright Gold Foil
- Dull Gold Foil
- Bright Silver Foil
- Dull Silver Foil
- 3 mil Gloss VersaPly™
- 3 mil MTX VersaPly™
- 3 mil Polyart®
- 7 mil Teslin
- Satin Badge
- 56# C1S Latex
- 60# Estate Label® #8 (WS) - FSC® Certified
- 60# Estate Label® #9 (WS) - FSC® Certified
- 60# Estate Label® #12, 100% PCW (WS) - FSC® Certified
- 70# Bright White Felt (WS) - FSC® Certified
- 70# Eggshell Felt (WS) - FSC® Certified
- 55# 100% Recycled Natural Kraft
- 12 pt. Cherry Wood Veneer
- 12 pt. Birch Wood Veneer
- 155# Crimson Flocked Marquee

Adhesive Options

- General Purpose Permanent
- Xtra-Permanent
- Permanent Opaque
- General Purpose Removable
- Ultra Removable
- Special Permanent
- Special Removable
- Special Graphics Removable
- Carpet Removable
- Shelf Marking Removable

Liner Options

- 80# - Layflat
- 52# - Laser

Scoring Options

Custom scores can be placed as close as 1 1/4" apart and placed in uniform or random patterns. Specify from one score to as many as the web will accommodate. All scores must be in the direction of the web. Zero split is always an option as well.

Packaging Options

- Bulk packed pallets
- Bulk packed cartons
- Sheet sealed cartons (for standard sizes only)
- Shrink-wrap packages

Minimum order for custom sheets - 2 mmsi.

Other facestocks, adhesives and liners are available on a custom order basis.

Please contact your Customer Service Representative at 800-345-8039 for more information.

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Key Questions

When looking for a custom product, there are many things to consider. Here are some key questions that will help determine the best product for your application.

Paper or film face?

- What is the label being applied to?
- Once the Label is applied, will it need to be removed or repositioned?
- In what conditions will the label be applied or exposed to? Hot, Cold, Wet, Dry?
- Liner requirements?
Scores or no scores?
- Print Method?
- Packaging requirements?

Quick Ship

Need something really fast? Wausau Coated's Quick Ship Program is a fast way to purchase custom size sheet-fed pressure sensitive products. The quick economical alternative to custom manufacturing is perfect when time is of the essence. Often times it's less expensive than carton stock pricing and it helps reduce material and packaging waste.

Product Code	Face	Adhesive	80# Liner
UNCOATED			
QS9100	60# Uncoated	Perm	SB
QS9112	60# Uncoated	Perm	-O-
MATTE			
QS9200	60# Matte	Perm	SB
SEMI GLOSS			
QS9300	60# Semi Gloss	Perm	SB
QS9301	60# Semi Gloss	Remo	SB
QS9302	60# Semi Gloss	Perm	-O-
HIGH GLOSS			
QS9400	60# High Gloss	Perm	SB
QS9402	60# High Gloss	Perm	-O-
TOP COATED CLEAR FLEXIBLE VINYL			
QS9701	3.5 mil Clear Vinyl	Ultra Remo	-O-
TOP COATED WHITE FLEXIBLE VINYL			
QS9900	3.4 mil White Vinyl	Perm	-O-
QS9902	3.4 mil White Vinyl	Perm	SB
QS9903	3.4 mil White Vinyl	Ultra Remo	SB
QS9905	3.4 mil White Vinyl	Ultra Remo	-O-

Quick Ship Specifications

Minimum Order: 1.5mmsi

Leadtime: 2 to 3 business days for quantities up to 30 mmsi. Please confirm leadtime with your Customer Service Representative.

Packaging: Bulk packed skids except items 14 x 20 or smaller will be packed in cartons.

SB = Score Back

-O- = Zero Score

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

At Wausau Coated we have a passion for “What If”. We work to give you choices and options, where you did not believe they existed.

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



Wausau Coated Products is a leading manufacturer of pressure sensitive roll and sheet labelstock. Committed to providing excellent service and high-quality products, Wausau Coated understands that in today's business environment superior quality, quick delivery times and cost efficiencies are critical to success.

Our assortment of products fulfills these requirements by providing users with a broad selection of paper and film substrates. We continue to expand our offerings and work closely with the OEMs (Original Equipment Manufacturers) to ensure that our products will consistently perform to your expectations.

Stocked Products

Wausau Coated features a line of stocked pressure sensitive product solutions. All of our stocked items are available for immediate shipment with a low minimum order quantity.

Custom Products

In addition to our stocked items, we can mix and match many of our facestocks with various adhesive technologies and liner options. Our knowledgeable sales team and technical staff rise to any challenge related to adhesive-based label materials to quickly turn a concept into a product, delivering a solution that will give you the competitive advantage.

Share your “What If” challenge with us and see how we can help you.



wausau coated

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