

**WAUSAU COATED**  
Experts in "What If ..."

**STRONGER  
TOGETHER**

**Sperbe 06**  
**HERMA Self-adhesive Materials**  
Coating your success



## EXPANDING HORIZONS

Benefit now from an extraordinary strategic partnership!

Wausau Coated Products and the HERMA Group complement each other perfectly:

- In terms of their product portfolios and their particular market expertise
- With HERMA's perfected multi-layer technology for standard self-adhesive materials even for demanding applications
- With Wausau self-adhesive materials for unusual specialty labels, such as for wine, spirits and beverages

We are focusing on your added value and want to inspire you together!

### WAUSAU COATED PRODUCTS

- Headquartered in USA for almost 45 years
- Family-owned and a preferred development partner in special solutions
- Offers now even better solutions from a single source – thanks to self-adhesive material from HERMA
- Underlines its expertise as a problem solver

### HERMA

- Headquartered in Germany and family owned for almost 120 years
- One of the world's leading specialists in self-adhesive material on rolls
- A pioneer in multi-layer technology for self-adhesive materials
- Now also offers extended range of special materials for spirits and wine labels from the Wausau product portfolio for a very attractive and dynamically developing market



Wausau  
Coated



HERMA



# WAUSAU COATED

Experts in "What If ..."

## HIGH- QUALITY WITH ENVIRONMENTALLY FRIENDLY OPTIONS

- For wine, beer & spirits, food & beverage
- For health & beauty, home & body
- Sheet applications, durables, shelf marking

## STOCKED PRODUCT

- One of the broadest selections of unique, readily available facestock
- Stocked items: available for immediate shipment with a low minimum order quantity
- Trial sheets: available and recommended to determine the suitability of any product for a particular application



## CUSTOM BUILT SOLUTIONS

- Vision: The world's preferred source for specialty label collaboration
- Experienced sales team and knowledgeable technical staff working hand-in-hand to quickly turn a concept into a product
- Delivering solutions that will give your product a competitive edge - even in unique labeling projects

## SUSTAINABLE SOLUTIONS

- Water-based adhesives
- FSC® Certified options
- Products manufactured with 100% recycled or tree-free fiber

## CAPABILITIES

- Known industry-wide for being flexible, innovative, and responsive
- Variety of products with adhesive options, custom coatings, mix and match paper and film facestock and liner capabilities.



# HERMA Self-adhesive Materials

Coating your success



## MULTI LAYER TECHNOLOGY

- Allows the use of standard materials even for demanding labeling task.
- Up to three different layers of adhesive are applied simultaneously.
- Pioneering coating systems, that are among the most modern in the world.
- Adhesive and processing properties can be controlled completely independently of each other.



## ADDITIONAL BENEFITS

- Label printers and label users no longer have to make compromises.
- Both excellent adhesion and good processing properties are now the norm.
- Standard adhesives with special low-migration properties, which are ideal for cool/humid environments.
- Approved for direct contact with dry, moist and, above all, fatty foodstuffs.



## GREATER RELIABILITY

- HERMA's coating technology is able to apply the adhesive extremely evenly.
- Practically no measurable cross-profile of adhesive peaks and valleys.
- This also benefits print quality.
- HERMA's labelstock is available worldwide.





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