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Wausau Coated Products Announces the Appointment of Patrick Reif as Regional Manager, Distribution Channel

Wausau, WI — Wausau Coated Products Inc., an independent family-owned and operated, leading manufacturer of adhesive-based label products, is excited to announce the appointment of Patrick Reif as Regional Manager, Distribution Channel.

Patrick joined Wausau Coated Products in May 2023 as the Product Manager - Converted Sheets, where he played a key role in identifying market trends and new product opportunities. His work has been instrumental in driving the development and launch of new products and on-boarding new opportunities within the converted sheets segment, serving both Wausau Coated Products and Brandywine Label Products. In his new role at Wausau Coated Products, Patrick will be responsible for establishing and maintaining long-term Customer relationships in the Western and Southwestern US.

“We are thrilled to welcome Patrick Reif as a Regional Sales Manager on our Distribution team,” states Gretchen Kray, Director, Commercial Development. “Patrick brings valuable experience from his role as a Product Manager, where he gained insight into the products, processes, and people of Wausau Coated Products. In this role, Patrick has had the opportunity to meet with many of our merchant partners through industry events. With his thoughtful and inquisitive approach, Patrick is a fantastic addition to our team. Please join us in congratulating him on this new role!”

“I am very excited to service our merchant customers on the West Coast and in the Southwest,” states Patrick Reif. “My goal is to grow the business while making it easy for our customers to do business with Wausau Coated products. “

About Wausau Coated Products:

Wausau Coated Products, Inc. is an independent family owned and operated manufacturing company since 1981 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>.