



Coating your success

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Expanding Horizons: HERMA Group and Wausau Coated Products Announce Strategic Partnership

Wausau, WI, March 28, 2025 – The HERMA Group headquartered in Germany and Wausau Coated Products (WCP) are excited to announce a strategic partnership to enhance their offerings in the self-adhesive materials market. This collaboration brings together two family-owned companies with complementary product portfolios and market orientations, aiming to provide high added value to existing and future customers in Europe and America. Notably, there is no merger or mutual equity participation between the companies, ensuring that they remain independent in their operations and decision-making.

A Perfect Match

"Our two companies complement each other perfectly in terms of their product portfolios and market development to date," said Ben Reif, President and CEO at WCP. "For example, the multi-layer technology perfected by HERMA allows the use of standard self-adhesive materials in an impressive way, even for demanding applications."

HERMA Managing Director Dr. Guido Spachtholz added, "When it comes to self-adhesive materials for unusual specialty labels, especially for wine, spirits and beverages. WCP is a preferred development partner for label printers and users far beyond America."

Developing New Markets Together

The partnership will initially focus on marketing defined products under the brand name of the respective manufacturer. WCP will distribute various HERMA self-adhesive materials in the Mexican market, where HERMA has not been active to date. WCP, which has been operating a slitting facility in Mexico for years, will present HERMA products for the first time at Label Expo Mexico in Guadalajara in April [Stand D97].

"With HERMA's self-adhesive material, we can offer our numerous customers in Mexico even better solutions from a single source and emphasize our competence as a problem solver, even for high-volume applications," explained Dave Rosen, Chief Growth Officer at WCP. In return, HERMA will distribute WCP specialty materials for spirits and wine labels in selected European markets, starting in the UK. "This is a very attractive and dynamically developing market. For capacity reasons, we have only been able to exploit its potential to a limited extent so far. Now we can perfectly serve it and offer interesting and innovative solutions," explains Harald Wallner, HERMA Director Sales International. These are, for example, very high-quality structured papers, which are very popular with British whisky and gin producers. To ensure short delivery times, the British subsidiary HERMA UK, which operates its own slitting center in Newbury, will initially rely on WCP products.

Maintaining Independence

Both companies emphasize that they are not aiming for any kind of corporate relationship or mutual equity participation. "Both WCP and HERMA are family-owned. That is our shared DNA. We don't want to change that," emphasized Dave Rosen. Heiko Henninger, HERMA Director Corporate Development & Legal, further explains: " With this collaboration we combine each partner's individual and complementing strengths and open up the opportunity for synergetic growth across continents while staying independent. This offers our customers greater value and choice in consolidating markets."

Dr. Guido Spachtholz adds: " The owners, in both cases, are known for taking a very long-term and forward-looking approach. Stable and reliable partnerships have therefore always been an important basis for the development of our companies. The shared spirit, the hands-on mentality and the absolute customer focus of both companies make for a perfect match. We are very much looking forward to what lies ahead."

About HERMA

HERMA GmbH, headquartered in Filderstadt, Germany, is a leading European specialist for packaging and product labeling. HERMA manufactures self-adhesive material and film laminates for you using the latest manufacturing processes. This adhesive material forms the ideal basis for the production of self-adhesive labels. In the 2023 financial year, the group of companies generated sales of around €429.4 million in three divisions with around 1,100 employees. For more information visit our website: <http://www.herma.com>

About Wausau Coated Products:

Wausau Coated Products, Inc. is an independent family owned and operated manufacturing 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. For more information on Wausau Coated Products, visit our website: <http://www.wausaucoated.com>.



Picture 1

We have sealed the strategic partnership between Wausau Coated Products (WCP) and HERMA (from left): Dave Rosen (Chief Growth Officer, WCP); Jaime Orozco (VP International Business Development, WCP); Dr. Guido Spachholz (Managing Director HERMA); Harald Wallner (Sales Director International, HERMA); Ben Reif (President and CEO at WCP); Rick Laliberte (Chief Financial Officer, WCP); Heiko Henninger (Director Corporate Development & Legal, HERMA)



Picture 2:

The multi-layer technology perfected by HERMA allows the use of standard adhesive materials even for challenging label applications. Here is a view of the plant in Filderstadt, Germany.



Picture 3

When it comes to adhesive materials for unusual specialty labels, WCP is a preferred development partner for label printers and users far beyond America. Here is a view of a coater in Wausau, Wisconsin, USA.

Picture 4
Partner Logo

