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Wausau Coated Products Announces the Launch of our NEW Hydro Opaque™ Product Series

Wausau, WI — Wausau Coated Products Inc., an independent family-owned and operated, leading manufacturer of adhesive-based label products, is excited to introduce our NEW Hydro Opaque™ Product Series. This product series will expand our wet performance label offerings.

We are thrilled to introduce our first product in the Hydro Opaque™ Product Series: the 60# Hydro Opaque™ Avon Brilliant White Classic Crest® (W037707-Flexo/W037711-Indigo). This sophisticated, bright white label stock has a smooth finish that provides a remarkably clean and crisp look. Designed for excellent performance in wet conditions, this cost-effective roll label stock is also FSC® Certified (FSC License Code: FSC-C008943).

Hydro Opaque™ Avon Brilliant White Classic Crest® not only offers excellent wet opacity but delivers remarkable value. Whether in a humid warehouse, a refrigerated environment, or any other moisture-prone area, Hydro Opaque™ Avon Brilliant White Classic Crest® will perform flawlessly and maintain its aesthetic appeal, enhancing your brand's image for consumers.

Elevate your label with Hydro Opaque™ Avon Brilliant White Classic Crest® — a product that combines wet opacity, high performance, and exceptional value.

“Our New Hydro Opaque™ Avon Brilliant White Classic Crest® is a game-changer in label materials. The technology behind it was years in the making and we believe it will give brands yet another performance option when it comes to picking a paper label that can perform in adverse environments,” states, Adam Frey, Director, North American Sales, Wausau Coated Products. “The New Hydro Opaque™ Avon Brilliant White Classic Crest® is the perfect combination of beauty and superior performance.”

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>.