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Wausau Coated Products Announces the Promotion of Adam Frey to Vice President, Converter Direct

Wausau, WI — Wausau Coated Products Inc., an independent family-owned and operated, leading manufacturer of adhesive-based label products, is excited to announce the promotion of Adam Frey to Vice President, Converter Direct.

Throughout his career, Adam has held various roles, always focusing on serving customers and supporting his teammates, attributing his success to the mentorship and coaching he received from colleagues at Wausau Coated. Additionally, Adam has actively participated in TLMI committee work and remains a dedicated advocate for our industry. As the new Vice President, Converter Direct, Adam aims to continue delivering value-based solutions to help customers grow their businesses. His leadership style is rooted in servant leadership, prioritizing the success of his teams and individuals. In his new role, Adam plans to strengthen relationships with customers and partners, consistently bringing value to them. Adam's leadership will be instrumental in guiding our team of marketing, product management, and outside sales representation within the Converter Direct channel, playing a vital role in setting our priorities, growing our business, and serving our customers.

"Adam has been successful in everything he has undertaken during his 12 years with Wausau Coated Products. He has gained invaluable experience here while making every interaction a positive experience for everyone." states, Ben Reif, President, Wausau Coated Products. "It is wonderful to have someone so energetic, thoughtful, and intelligent leading us. He is driven by development, and I am excited to see how he can help us grow opportunities together. He is the real deal!"

"I am humbled and honored to step into a leadership role with such a passionate and talented team. I stand on the shoulders of all the employees of Wausau Coated that have mentored and given me the skills to be successful. I look to return that favor and take us to new heights as we go forward" states Adam Frey, Vice President, Converter Direct, Wausau Coated Products.

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>.