

# Welcome To Our Retail Tour Stop

Retail environments can be the most challenging just by the sheer volume of communications to consumers. Adding to the complexity are the variety of surfaces on which labels, signs, and graphics need to adhere. Below we'll examine the "What If" applications potential for pressure sensitive sheet applications in retail environments that require both durable and visually appealing results.

Wausau Coated won't leave you limited by a shortage of material and adhesive combinations. Tour our store below to see the possibilities communicating to consumers on Wayfinding, Safety and Policy signs, and most importantly, Promotional Graphics to help sell the products.



## Visualize the Possibilities

Match up the applications shown below with the Product Suggestions Chart on the reverse side of this sheet for specific product considerations.



# We make it easy for retailers to communicate with their customers with pressure sensitive sheet labels, signage, and floor graphics.

The average retail environment offers a wide variety of surfaces to adhere signs and graphics to - including refrigerated and freezer surfaces. Ordinary paper and tape just won't cut it. Wausau Coated's variety of pressure sensitive sheet products provides label, sign, and graphic options for these conditions.

### Wausau Coated Benefits/Key Factors

Our vinyl facestocks are durable and waterproof. Part of our Dual Digital product line, they are suitable for cross-platform printing on both HP Indigo sheet presses and many Production Toner digital presses.

### Adhesive Options

**Permanent** is exactly as it sounds... our solventless adhesive works great for general purposes where a long-term application is needed.

**Removable or Ultra Removable:** There is a range of aggressiveness - some can be removed and replaced over and over again, and some can only be removed once or twice. Discuss your application and purpose with your sales rep.

### Liner Options

We offer pressure sensitive solutions in multiple sheet sizes and offer the option of zero score or score back. The advantage of score back is the ease of removing the liner.

Below are a few suggested products for the applications shown on the map on the reverse side.

## Product Suggestions for Retail Environments

See front side floor map for application possibilities.

APPLICATIONS	SUGGESTED PRODUCTS*	
	Product Number - Facestock / Adhesive / Liner	Size
1 Promotional Graphics on Glass	WCD-0040 - White Vinyl / Ultra Remo / -SB-	13" x 19"
	WCD-0094 - White Vinyl / Special Graphics Remo / -SB-	13" x 19"
2 Policy Signs on Glass	WCD-0043 - White Vinyl / Ultra Remo / -SB-	20.5" x 29.5"
	WCD-0096 - White Vinyl / Special Graphics Remo / -SB-	20.5" x 29.5"
3 Promotional Signs for Refrigerated Glass Doors	WCD-0036 - White Vinyl / Ultra Remo / -SB-	12" x 18"
	WCD-0038 - White Vinyl / Ultra Remo / -0-	12" x 18"
4 Shelf Marking Labels	WCD-0112 - 4 mil MTX Voided VersaPly™ Shelf Markers, FSC® Certified / 8-up	8.5" x 11"
	WCD-0109 - 3 mil Gloss VersaPly™ Shelf Markers, FSC® Certified / 8-up	11" x 8.5"
5 Promotional Floor Graphics on Wood/Laminate Surfaces	WCD-0094 - White Vinyl / Special Graphics Remo / -SB- with WCD-0095 - Clear Textured Polypropylene Overlam	13" x 19" 12.75" Rolls
	WCD-0096 - White Vinyl / Special Graphics Remo / -SB- with WCD-0097 - Clear Textured Polypropylene Overlam	20.5" x 29.5" 20" Rolls
6 Informational Wall Graphics on Smooth Surfaces	WCD-0018 - Semi Gloss / Remo / -SB-	12" x 18"
	WCD-0036 - White Vinyl / Ultra Remo / -SB-	12" x 18"
7 Promotional Counter Signs	WCD-0094 - White Vinyl / Special Graphics Remo / -SB-	13" x 19"
	WCD-0040 - White Vinyl / Ultra Remo / -SB-	13" x 19"
8 Package Die Cut Labels	WCD-0013-DC - 2" Circles Indigo Matte / Perm / -0- / 40-up	12" x 18"
	WCD-0024-DC - 2" x 4" Indigo High Gloss / Perm / -0- / 20-up	12" x 18"
9 Informational Signs on Glass or Plexiglass	WCD-0044 - Clear Vinyl / Ultra Remo / -0-	12" x 18"
	WCD-0036 - White Vinyl / Ultra Remo / -SB-	12" x 18"
10 Promotional Floor Graphics on Carpet	WCD-0098 - White Vinyl / Carpet Remo / -SB- with WCD-0095 - Clear Textured Polypropylene Overlam	13" x 19" 12.75" Rolls
	WCD-0099 - White Vinyl / Carpet Remo / -SB- with WCD-0097 - Clear Textured Polypropylene Overlam	20.5" x 29.5" 20" Rolls
11 Bottle Labels	WCD-0004 - Estate Label* #8, FSC® Certified / Special Perm / -SB-	12" x 18"
	WCD-0005 - Bright White Felt, FSC® Certified / Special Perm / -SB-	12" x 18"
12 Gourmet Food Labels	WCD-0107 - Natural Kraft / Perm / -SB-	12" x 18"
	WCD-0006 - Eggshell Felt, FSC® Certified / Special Perm / -SB-	12" x 18"

\* NOTE: The products listed here are examples of application solutions. For product details and more options, visit [wausaucoated.com](http://wausaucoated.com)

We recommend discussing your expectations and environment with your merchant and Wausau Coated sales rep. Testing may be required to get the best performance results.

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Experts In "What If..."

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