



70# Bright White Felt

30% PCW, w/Wet Strength, FSC® Certified Label Stock

Wausau Coated Products 70# Bright White Felt – 30% PCW, FSC® Certified, is a premium facestock designed to elevate the look and feel of wine and beverage labels. With a felt finish that ensures excellent print integrity and vibrant color reproduction, this sustainable option is ideal for brands seeking both visual impact and environmental responsibility.

Herma Reference: 45007

Wausau Coated Reference: W026970 – 70# Bright White Felt, 30% PCW (WS)/H-318/1.2 mil PET

FACESTOCK DESCRIPTION: 70# BRIGHT WHITE FELT 30% PCW, W/WET STRENGTH, FSC® CERTIFIED

Bright white premium facestock with a felt finish that provides good print integrity and color reproduction. Featuring 30% post consumer waste content making it an excellent choice for eco-friendly applications. It is FSC® Certified.

Basis Weight (25 x 38 /500)	103.6 gsm
Caliper	157.5 microns
Opacity, %	93

ADHESIVE DESCRIPTION: H-318

H-318 is the ideal choice for high end beverage and spirits, with improved resistance to moisture and humidity after bottling and at presentation to the consumer. H-318 is an aggressive, blended emulsion acrylic adhesive with the unique ability to combine special characteristics from different adhesives. H-318 was engineered to provide excellent high initial tack and quicker label adhesion onto glass while providing functional converting performance on an array of paper and film face stocks.

Type	Hybrid
Classification	Emulsion Acrylic
Minimum Application Temp	-26° C
Service Temperature Range	-29° to 79° C

LINER DESCRIPTION: 1.2 MIL CLEAR PET

A clear polyester film liner with high strength and durability. Typically used for high speed automatic roll-to-roll applications.

Caliper	30 Microns
Yield	114 N/mm ²
Tensile Strength, MD / TD	0.01 N/mm ²
Haze, %	3.5
Elongation at break, MD / TD %	100 / 100
Shrinkage at 302 °F/30 min. MD / TD %	2 / 0.4

Shelf life: One year when stored at 72° F / 50% RH

Note: All product specifications are for informational use only.



FSC® certification ensures responsible use of forest resources.

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70# Cotton Courtyard Label 100% Cotton, w/Wet Strength Label Stock

Wausau Coated Products 70# Cotton Courtyard (WS) Roll Label Stock is the perfect choice for those who value natural, tree-free materials with a sophisticated touch. Made from 100% cotton, this paper boasts exceptional strength. Its wet-strength properties make it ideal for labeling premium wines and spirits, gourmet foods, and packaging ensuring your labels maintain integrity even when exposed to moisture. Plus, it's perfect for embossing and foil stamping, making certain your products stand out from the crowd.

HERMA Reference: 45002

Wausau Coated Reference: W028068 - Indigo 70# Cotton Courtyard - 100% Cotton (WS)/H-318/1.2 mil PET

FACESTOCK DESCRIPTION: 70# COTTON COURTYARD (100% COTTON) W/WET STRENGTH

A 100% white cotton paper, designed for prestigious labeling applications such as wine bottles. This paper is manufactured with wet strength to increase performance in moist environments. Pretesting is recommended due to the CD tensile being on the low side. Top coated and optimized for HP Indigo Presses.

Basis Weight (25 x 38 /500)	100 gsm
Caliper	165 microns
Opacity, %	89

ADHESIVE DESCRIPTION: H-318

H-318 is the ideal choice for high end beverage and spirits, with improved resistance to moisture and humidity after bottling and at presentation to the consumer. H-318 is an aggressive, blended emulsion acrylic adhesive with the unique ability to combine special characteristics from different adhesives. H-318 was engineered to provide excellent high initial tack and quicker label adhesion onto glass while providing functional converting performance on an array of paper and film face stocks.

Type	Hybrid
Classification	Emulsion Acrylic
Minimum Application Temp	-26° C
Service Temperature Range	-29° to 79° C

LINER DESCRIPTION: 1.2 MIL CLEAR PET

A clear polyester film liner with high strength and durability. Typically used for high speed automatic roll-to-roll applications.

Caliper	30 Microns
Yield	114 N/mm2
Tensile Strength, MD / TD	0.01 N/mm2
Haze, %	3.5
Elongation at break, MD / TD %	100 / 100
Shrinkage at 302 °F/30 min. MD / TD %	2 / 0.4

Shelf life: One year when stored at 72° F / 50% RH
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60# Black Vellum

w/Wet Strength Label Stock

Make a bold impression with our (W028128) 60# Black Vellum label material, engineered for premium shelf appeal and durability. Featuring a rich, deep black tone and wet strength properties, this paper is ideal for wine, spirits, and gourmet packaging that demands both elegance and performance. Paired with H-318 adhesive and a 1.2 mil PET liner, it offers excellent print fidelity and is perfect for intricate designs and high-end embellishments

HERMA Reference: 45003

Wausau Coated Reference: W028128 – Indigo 60# Black Vellum w/ Wet Strength/H-318/1.2 mil PET

FACESTOCK DESCRIPTION: 60# BLACK VELLUM W/ WET STRENGTH

Smooth high quality black vellum surface with high embellishment receptive properties.

Basis Weight (25 x 38 /500)	103.6 gsm
Caliper	124 microns

ADHESIVE DESCRIPTION: H-318

H-318 is the ideal choice for high end beverage and spirits, with improved resistance to moisture and humidity after bottling and at presentation to the consumer. H-318 is an aggressive, blended emulsion acrylic adhesive with the unique ability to combine special characteristics from different adhesives. H-318 was engineered to provide excellent high initial tack and quicker label adhesion onto glass while providing functional converting performance on an array of paper and film face stocks.

Type	Hybrid
Classification	Emulsion Acrylic
Minimum Application Temp	-26° C
Service Temperature Range	-29° to 79° C

LINER DESCRIPTION: 1.2 MIL CLEAR PET

A clear polyester film liner with high strength and durability. Typically used for high speed automatic roll-to-roll applications.

Caliper	30 Microns
Yield	114 N/mm ²
Tensile Strength, MD / TD	0.01 N/mm ²
Haze, %	3.5
Elongation at break, MD / TD %	100 / 100
Shrinkage at 302 °F/30 min. MD / TD %	2 / 0.4

Shelf life: One year when stored at 72° F / 50% RH

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143# Castile Bright Silver Foil Dual Metal

Castile Bright Silver Foil - Dual Metal delivers a striking metallic finish on both sides of the label, making it the perfect choice for clear spirits like tequila, vodka, or gin. This premium facestock offers a sleek, mirror-like appearance that enhances shelf appeal and brand sophistication. Its dual-metal construction allows for creative embellishments such as embossing, debossing, and foil stamping—bringing depth, texture, and a luxurious tactile experience to your label design. Whether you're aiming for elegance or bold visual impact, Castile Dual Metal provides the versatility and brilliance to make your product stand out.

HERMA Reference: 45005 - Castile Bright Silver/i-8017/PET

Wausau Coated Reference: W035441 - 143# Castile Bright Silver Foil Dual Metal/i8017/1.2 mil PET

FACESTOCK DESCRIPTION: 143# CASTILE BRIGHT SILVER FOIL DUAL METAL

Bright silver foil laminated to a paper base stock with an additional foil to aid in stamping and embossing. Both sides of the label have a foil appearance. Typical end uses include high quality packaging such as cosmetics, gourmet foods, wines, and gift items.

Basis Weight (25 x 38 /500)	212.38 gsm
Caliper	182.88 microns

ADHESIVE DESCRIPTION: i8017

i8017 is an ultra-aggressive permanent designed for difficult-to-label surfaces. It offers excellent initial tack and ultimate adhesion to a variety of substrates. i8017 is UV resistant, water resistant, and offers some solvent resistance.

Type	High Performance Acrylic
Classification	Acrylic
Minimum Application Temp	-7° C
Service Temperature Range	-29° to 149° C

LINER DESCRIPTION: 1.2 MIL CLEAR PET

A clear polyester film liner with high strength and durability. Typically used for high speed automatic roll-to-roll applications.

Caliper	30 Microns
Yield	114 N/mm ²
Tensile Strength, MD / TD	0.01 N/mm ²
Haze, %	3.5
Elongation at break, MD / TD %	100 / 100
Shrinkage at 302 °F/30 min. MD / TD %	2 / 0.4

Shelf life: One year when stored at 72° F / 50% RH

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85# Ever Opaque® XL Bright White Felt 30% PCW, w/Wet Strength, FSC® Certified Label Stock

85# Ever Opaque® XL Bright White Felt delivers unmatched performance with 100% dry and wet opacity—ensuring your label’s true shade shines through, even on dark bottles or after days in an ice bucket. Built with a proprietary adhesive/film construction, it resists bubbles, darting, scuffing, and abrasion to protect your brand image in any environment. FSC® Certified and made with 30% PCW, this durable label stock supports embossing, foil, and intricate die cuts, and can be customized with any facestock—making it a standout choice for premium applications or cover-up labels.

HERMA Reference: 45004

Wausau Coated Reference: W029153 – 85# Ever Opaque® XL Bright White Felt, 30% PCW (WS) /PW-831/1.2 mil PET

FACESTOCK DESCRIPTION: 85# EVER OPAQUE® XL BRIGHT WHITE FELT, 30% PCW, WET STRENGTH

A luxurious and strong, bright white premium facestock with a felt finish. This label stock provides good print integrity and color reproduction. This exceptional label stock has a durable construction that allows for design flexibility including embossing, debossing, foil, intricate die cuts and will thrive in moist and wet conditions. The paper portion features 30% post-consumer waste content and is manufactured with “wet strength” properties.

Basis Weight (25 x 38 /500)	125.34 gsm
Caliper	172.21 microns
Opacity, %	99

ADHESIVE DESCRIPTION: PW-831

A cold temperature emulsion acrylic permanent with good initial tack and short term repositionability. PW-831 is an excellent performer at both room temperature and in ice bucket conditions, manufactured to deliver dry and wet opacity. It is designed for front and back beverage labels and provides good die-cutting and stripping characteristics. PW-831 is the perfect choice for dry labeling of wine, beer and spirits.

Type	Cold Temperature Permanent
Classification	Emulsion Acrylic
Minimum Application Temp	-4° C
Service Temperature Range	-23° to 93° C

LINER DESCRIPTION: 1.2 MIL CLEAR PET

A clear polyester film liner with high strength and durability. Typically used for high speed automatic roll-to-roll applications.

Caliper	30 Microns
Yield	114 N/mm2
Tensile Strength, MD / TD	0.01 N/mm2
Haze, %	3.5
Elongation at break, MD / TD %	100 / 100
Shrinkage at 302 °F/30 min. MD / TD %	2 / 0.4

Shelf life: One year when stored at 72° F / 50% RH

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60# Hydro Opaque™ Avon Brilliant White Classic Crest® w/Wet Strength, FSC® Certified Label Stock

Wausau Coated Products 60# Hydro Opaque™ Avon Brilliant White Classic Crest® is a sophisticated, bright white label stock with a smooth finish that provides a remarkably clean and crisp look. Designed for excellent performance in wet conditions. 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, but will maintain it's aesthetic appeal, enhancing your brand's image to consumers.

HERMA Reference: 45006

W038522 - Indigo 60# Hydro Opaque™ Avon Brilliant White Classic Crest® - FSC® Certified (WS)/H-309/1.2 mil PET

FACESTOCK DESCRIPTION: 60# HYDRO OPAQUE™ AVON BRILLIANT WHITE CLASSIC CREST® W/WET STRENGTH, FSC® CERTIFIED

Hydro Opaque™ is an enhanced, durable option built for consistent wet opacity and long-term legibility in cold, wet environments. It ensures labels stay crisp and clear—even after extended exposure to ice and condensation—making it a reliable choice for brands that prioritize value and performance under pressure.

Basis Weight (25 x 38 /500)	88.8 gsm
Caliper	110 microns

ADHESIVE DESCRIPTION: H-309

H-309 is the ideal choice for high end beverage and spirits applications demanding improved moisture resistance and providing long-term wet and dry opacity. It is an aggressive blended emulsion acrylic adhesive providing high initial tack and quicker label adhesion on to glass and rigid plastics while delivering functional converting performance. H-309 can be considered repositionable from glass surfaces for 10-20 minutes but due to the variety of glass surfaces and coatings end use testing for desired performance is recommended.

Type	Hybrid
Classification	Emulsion Acrylic
Minimum Application Temp	-3° C
Service Temperature Range	-23° to 93° C

LINER DESCRIPTION: 1.2 MIL CLEAR PET

A clear polyester film liner with high strength and durability. Typically used for high speed automatic roll-to-roll applications.

Caliper	30 Microns
Yield	114 N/mm2
Tensile Strength, MD / TD	0.01 N/mm2
Haze, %	3.5
Elongation at break, MD / TD %	100 / 100
Shrinkage at 302 °F/30 min. MD / TD %	2 / 0.4

Shelf life: One year when stored at 72° F / 50% RH

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2 mil Shimless Rainbow PET Hologram

30% PCR Label Stock

Elevate your wine and spirits packaging with the captivating shimmer of (W023760) 2 mil Shimless Rainbow PET Hologram label material. Designed to dazzle on the shelf, this film combines a striking holographic effect with 30% post-consumer recycled (PCR) content—delivering both visual impact and sustainability. Paired with AT-2060 adhesive and a 1.2 mil PET liner, it performs beautifully on curved glass surfaces.

HERMA Reference: 45000

Wausau Coated Reference: W023760- indigo 2 mil Shimless Rainbow PET Hologram, 30% PCR / AT-2060 / 1.2 mil PET

FACESTOCK DESCRIPTION: 2 MIL SHIMLESS RAINBOW PET HOLOGRAM, 30% PCR

A seamless holographic film engineered for superior mechanical strength and dimensional stability. Top coated and optimized for HP Indigo Presses. This product contains 30% Post-Consumer Recycled Content.

Basis Weight (25 x 38 /500)	134 gsm
Caliper	50 microns

ADHESIVE DESCRIPTION: AT-2060

An aggressive all-temperature emulsion acrylic permanent adhesive with good room temperature and excellent cold temperature performance. Exhibits high initial tack and adhesion, even on most textured and hard-to-label substrates, including corrugated. Designed with good die-cutting and stripping properties.

Type	All Temperature Permanent
Classification	Emulsion Acrylic
Minimum Application Temp	-29° C
Service Temperature Range	-53.9° to 93.33° C

LINER DESCRIPTION: 1.2 MIL CLEAR PET

A clear polyester film liner with high strength and durability. Typically used for high speed automatic roll-to-roll applications.

Caliper	30 Microns
Yield	114 N/mm ²
Tensile Strength, MD / TD	0.01 N/mm ²
Haze, %	3.5
Elongation at break, MD / TD %	100 / 100
Shrinkage at 302 °F/30 min. MD / TD %	2 / 0.4

Shelf life: One year when stored at 72° F / 50% RH

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