

wausau coated

# CRAFT BEVERAGE LABEL PRODUCTS

Beer, Cider & Gourmet Sodas





Labels have the ability to set your brand apart from the rest of the competition on the shelf or in the cooler. Customers perceive value of a product through its packaging. Make an impact with the label material you choose! Bottle or can labels are available in coated and uncoated paper, film and eco-friendly materials.

# CRAFT BEVERAGE LABEL PRODUCTS



Experts in "What If..."

At Wausau Coated Products, we offer Craft Beverage Label materials that include wet strength, PCW content, FSC® certification, even wood veneer. Craft breweries use unique and high quality ingredients to develop outstanding beverages, we can provide label materials that are as unique and convey your brand on the outside of the bottle or can.



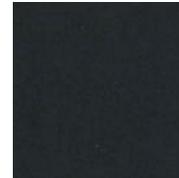
## Facestock Materials

Craft beer labels, like the liquid that is craft beer, have evolved into an art form of sorts. The best way to differentiate your brand from others is to design a memorable label. Using a unique label facestock material can help brand owners achieve that goal.

### Label stock materials to consider include:

- Paper stocks with wet strength
- Textured paper stocks
- Colored paper stocks; natural or black
- Wood veneer
- Environmentally friendly
- Foil
- White or clear films
- Metalized film
- Holographic film

Continue the experience of craft beer or gourmet sodas with smooth or textured label materials. Pressure sensitive labels can be used on cans or bottles. The combination of a unique label material, intense graphics and a distinctive die line can create an experience before the container is even opened.



Black Vellum



Felt Texture



Cherry Veneer



Holographic Film



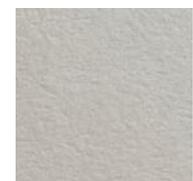
Metalized Film



Natural Kraft



Dull Silver Foil



Estate Label® #12

# Adhesive Materials

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Functionality of a label is key; the label adhering to the bottle or can is critical. The initial tack, or the immediate holding power of the label, on contact is important in the application process as well as the time required for the label to achieve ultimate adhesion. When labeling craft beverages, the application can be a wet or a dry process. We have adhesives that can perform in these environments. Match your process within the wet or dry category and you will find a quick and easy label option.

## Wet Applications

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Wet application can be a very demanding process. The label must adhere quickly and remain intact while continuing down the bottling line. Wausau Coated Products offers two wet application adhesive options.

### **P-890**

An aggressive rubber based permanent adhesive with excellent initial tack and ultimate adhesion. P-890 performs well when applied to moist or wet surfaces. It offers excellent die cutting and converting properties.

### **PCT-524**

This adhesive performs well when applied to moist or wet surfaces. It is a very aggressive cold temperature permanent adhesive with great cold flow properties.

## Dry Applications

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Dry application is typically an easier process. Once labeled, the bottle will be placed in a cold or moist environment so it is important that the adhesive settles and holds the label on the can or bottle.

### **H-318**

This adhesive performs best when applied to dry surfaces. H-318 is the ideal choice for high-end beverage, beer and spirits, with improved resistance to moisture and humidity after bottling. It was engineered to provide excellent high initial tack and quicker label adhesion onto glass while providing functional converting performance on an array of face stocks. It is the adhesive of choice for textured and embossed/debossed labels that will ultimately be exposed to moisture and humidity by resisting and limiting bubbling and wrinkles.

### **AT-2060**

An aggressive all-temp emulsion acrylic permanent adhesive with good room temperature and excellent cold temperature performance. It exhibits high initial tack and adhesion when applied to dry surfaces, even on the most textured and hard-to-label substrates. Designed with good die-cutting and stripping properties.

### **CP-300**

Performs best when applied to dry surfaces, CP-300 is a clear permanent emulsion acrylic with excellent clarity and good initial tack. Excellent choice for beverage bottles.

### **i8017**

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.

## WET APPLICATIONS

Catalog #	Description - Optimized for HP Indigo Press	Adhesive	Liner	Master Width	Warehouse			
PAPERS					WI	NV	GA	MX
W011376	60# Semi Gloss	PCT-524	40# SC	39"	x	x		
 W034212	60# Estate Label® #4 w/ Wet Strength, FSC® Certified	P-890	44# PK	39"	x			
 W034210	60# Estate Label® #8 w/ Wet Strength, FSC® Certified	P-890	44# PK	39"	x			
 W034224	60# Estate Label® #9 w/Wet Strength, FSC® Certified	P-890	44# PK	39"	x			
 W034222	60# Avon Brilliant White Classic® Linen w/Wet Strength, FSC® Certified	P-890	44# PK	39"	x			
 W034214	70# Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	P-890	44# PK	39"	x			
W034216	70# Dull Silver Foil	P-890	44# PK	26"	x			
FILMS								
W012825	2.6 mil White Polypropylene	PCT-524	40# SC	39"	x	x		
Catalog #	Description - Flexo/ILP	Adhesive	Liner	Master Width	Warehouse			
PAPERS					WI	NV	GA	MX
W036886	60# Semi Gloss	PCT-524	40# SC	39"	x			
 W034346	85# Ever Opaque® XL Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	P-890	1.2 mil PET	39"	x			
 W035489	55# Bella Label White Laid, w/Wet Strength, FSC® Certified	P-890	1.2 mil PET	39"	x			x

## DRY APPLICATIONS

Catalog #	Description - Optimized for HP Indigo Press	Adhesive	Liner	Master Width	Warehouse			
PAPERS					WI	NV	GA	MX
W016052	60# Semi Gloss	AT-2060	40# SC	39"	x	x		
W037097	60# Semi Gloss	H-318	44# PK	52"	x			
W027761	60# Matte Litho w/Wet Strength	H-318	44# PK	39"	x	x		
 W027828	60# Estate Label® #4 w/ Wet Strength, FSC® Certified	H-318	44# PK	52"	x	x	x	
 W027833	60# Estate Label® #4 w/ Wet Strength, FSC® Certified	H-318	1.2 mil PET	52"	x	x		
 W027826	60# Estate Label® #8 w/ Wet Strength, FSC® Certified	H-318	44# PK	52"	x	x		
 W025551	60# Estate Label® #8 w/ Wet Strength, FSC® Certified	H-318	1.2 mil PET	52"	x	x		
 W027835	60# Estate Label® #9 w/ Wet Strength, FSC® Certified	H-318	44# PK	52"	x	x	x	
 W027886	60# Estate Label® #9 w/ Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	x	x		
 W032713	60# Estate Label® #12 w/100% PCW, w/ Wet Strength, FSC® Certified	H-318	1.2 mil Clr 90% r-PET	39"	x			

A  signifies an environmentally friendly facestock.

WI = Wausau, Wisconsin    NV = Las Vegas, Nevada    GA = Roopville, Georgia    MX = Mexico City, Mexico

## DRY APPLICATIONS

Catalog #	Description - Optimized for HP Indigo Press	Adhesive	Liner	Master Width	Warehouse			
					WI	NV	GA	MX
<b>PAPERS</b>								
 W028897	60# Solar White Classic Crest® w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x		
 W029459	60# Solar White Classic Crest® w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	x	x		
 W027842	60# Avon Brilliant White Classic® Linen w/Wet Strength, FSC® Certified	H-318	44# PK	52"	x	x		
 W027899	60# Avon Brilliant White Classic® Linen w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	x	x		
 W027845	60# Avon Brilliant White Classic Crest® w/Wet Strength, FSC® Certified	H-318	44# PK	52"	x	x		
 W028046	60# Classic Natural White Classic Crest® w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x		x
 W031708	60# Classic Natural White Classic Crest® w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	x			
 W027649	70# Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	52"	x	x		
 W026971	70# Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	52"	x	x		x
 W027852	70# Natural Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	39"	x	x	x	x
 W027854	70# Natural Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	x	x		
 W031368	70# Classic Natural White Felt w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	x			
 W027651	70# Eggshell Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	52"	x	x		x
 W027877	70# Eggshell Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	x	x		
 W034895	55# 100% Recycled Natural Kraft	H-318	1.2 mil Clr 90% r-PET	39"	x	x		
W028844	60# Black Vellum w/Wet Strength	H-318	44# PK	39"	x	x	x	
W028128	60# Black Vellum w/Wet Strength	H-318	1.2 mil PET	39"	x	x		x
W031478	Cherry Wood Veneer	i8017	1.2 mil PET	39"	x			
W035139	Oak Wood Veneer	i8017	1.2 mil PET	39"	x			
W031558	Birch Wood Veneer	i8017	1.2 mil PET	39"	x			
W016451	60# Shimless Rainbow Holographic Paper	AT-2060	40# SC	39"	x	x		
<b>FILMS</b>								
W016187	2 mil Shimless Rainbow Holographic Film w/ 30% PCR	AT-2060	50# SC	39"	x	x		x
W023760	2 mil Shimless Rainbow Holographic Film w/ 30% PCR	AT-2060	1.2 mil PET	39"	x			
W034103	1.9 mil Clear Polypropylene	AT-2060	40# SC	52"	x	x	x	
W011594	2 mil Clear Polypropylene	CP-300	1.2 mil PET	39"	x	x	x	
W018140	2.3 mil White Polypropylene	AT-2060	40# SC	39"	x	x		
W017956	2.3 mil White Polypropylene	AT-2060	1.2 mil PET	39"	x	x		
W018134	2.6 mil White Polypropylene	AT-2060	40 # SC	52"	x	x		x
W017954	2.6 mil White Polypropylene	AT-2060	1.2 mil PET	39"	x	x		
W018510	2.6 mil White Polypropylene	AT-2060	44# PK	39"	x	x		
W019205	2 mil Metalized Polypropylene	AT-2060	40# SC	39"	x	x	x	
W018153	2 mil Metalized Polypropylene	AT-2060	50# SC	39"	x	x		
W020187	2 mil Metalized Polypropylene	AT-2060	1.2 mil PET	52"	x			

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# DRY APPLICATIONS

Catalog #	Description - Flexo/ILP	Adhesive	Liner	Master Width	Warehouse			
PAPERS					WI	NV	GA	MX
WO27759	60# Matte w/Wet Strength	H-318	44# PK	39"	o	o		
WO27823	60# Matte w/Wet Strength	H-318	1.2 mil PET	39"	o	o		
WO35489	55# Bella Label White Laid w/Wet Strength	P-890	1.2 mil PET	39"	x			x
 WO27827	60# Estate Label® #4 w/Wet Strength, FSC® Certified	H-318	44# PK	52"	o	o		
 WO27832	60# Estate Label® #4 w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	o	o		
 WO26462	60# Estate Label® #8 w/Wet Strength, FSC® Certified	H-318	44# PK	52"	o	o		
 WO25550	60# Estate Label® #8 w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	52"	o	o		
 WO27834	60# Estate Label® #9 w/Wet Strength, FSC® Certified	H-318	44# PK	39"	o	o		
 WO27885	60# Estate Label® #9 w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	o	o		
 WO27802	60# Avon Brilliant White Classic® Linen w/Wet Strength, FSC® Certified	H-318	44# PK	52"	o	o		
 WO27898	60# Avon Brilliant White Classic® Linen w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	o	o		
 WO27805	60# Avon Brilliant White Classic Crest® w/Wet Strength, FSC® Certified	H-318	44# PK	39"	o	o		
 WO27846	60# Avon Brilliant White Classic Crest® w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	52"	o	o		
 WO35577	60# Solar White Classic Crest® 30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	o	o		
 WO26460	70# Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	52"	o	o		
 WO26970	70# Bright White Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	o	o		
 WO27800	70# Natural Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	39"	o	o		
 WO27853	70# Natural Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	o	o		
 WO27650	70# Eggshell Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	44# PK	52"	o	o		
 WO27876	70# Eggshell Felt w/30% PCW, w/Wet Strength, FSC® Certified	H-318	1.2 mil PET	39"	o	o		
WO27896	60# Black Vellum w/Wet Strength	H-318	44# PK	39"	x	x		
WO35752	60# Black Vellum w/Wet Strength	H-318	40# SC	39"	x			
WO31551	Cherry Wood Veneer	i8017	1.2 mil PET	39"	x			
WO35385	Oak Wood Veneer	i8017	1.2 mil PET	39"	x			
WO32238	Birch Wood Veneer	i8017	1.2 mil PET	39"	x			
FILMS					WI	NV	GA	MX
WO24469	2.6 mil T/C White Polypropylene	AT-2060	40# SC	39"	x	x		
WO28173	2.6 mil T/C White Polypropylene	AT-2060	44# PK	39"	x			
WO34941	51# Bright Silver Metalized Paper, w/Wet Strength	P-890	1.2 mil PET	39"	x			

## No Trim Program Guidelines - Flexo

- Roll length can vary by +/- 5%
- **Minimum Order Quantity** - 1 roll x 2,500 lf, and/or 5,000 or 10,000 lf
- **Minimum width** - 4" roll
- **Order deadline for next day shipments from Las Vegas:** 4:00 pm CST
- 1 splice per 2,500 - 5,000 lf
- Palletizing is Customer Preference

## Trim Program Guidelines - Indigo

- Minimum order quantity for orders shipping from Wausau, WI or Las Vegas, NV warehouse is one roll at 12 - 13" roll or One Master x 1,668 lf.
- Minimum order quantity for orders shipping from all other warehouses is one master x 1,668 lf.
- Order deadline for next day shipments from Las Vegas: 4:00 pm CST
- 1 splice per 2,500 - 5,000 lf
- Palletizing is Customer Preference

Estate Label®, Classic Crest®, and Classic® Linen are registered trademarks of Neenah, Inc. FSC® is a registered trademark of the Forest Stewardship Council® FSC® C008943

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## Experts in “What If...”



Wausau Coated

Experts in “What If...”

**“What If” means endless possibilities — a challenging and exciting process to invent and customize products based on your specific needs. Together, with our technical team, we can develop your own specialized solution.**

*Wausau Coated Products is a second-generation, family-owned company, and a leading manufacturer of pressure sensitive (self-adhesive) roll label stock. Our commitment to fast and friendly service is only surpassed by our industry knowledge, our vast, high-quality product selection, and our ability to create new product solutions to solve customer challenges.*

*We employ personal service to our family of customers — your needs become our needs, and your success is our success.*

## Stocked Products

Wausau Coated maintains one of the broadest selections of unique, readily available face stock. Our stocked items are all available for immediate shipment with a low minimum order quantity. Trial rolls are available and recommended to determine the suitability of any product for a particular application.

## Custom Products

We can mix and match many of our facestocks with various adhesive technologies and liner options. Our knowledgeable and experienced sales team and technical staff work hand-in-hand to quickly turn a concept into a product, delivering solutions that will give you the competitive advantage. If you have a unique labeling project, contact our Customer Solutions Team and we will work with you to find a solution.

## Sustainable Solutions

When it comes to labeling solutions that are eco-friendly, more products made with alternative fibers are becoming available. Whether it is water-based adhesives, FSC® certified options, products manufactured with 100% recycled or tree free fiber; we offer environmentally responsible roll label selections to fit your needs.



Wausau Coated

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