



STRONGER TOGETHER

FAMILY-OWNED SINCE 1981

Wausau Coated Products is a proudly family-owned company based in Wausau, Wisconsin. Our values are grounded in trust, integrity, and long-term relationships—principles that have guided us for generations and continue to shape how we do business today.

INNOVATION & EXPERTISE

With deep technical expertise and a relentless drive for innovation, we develop high-performance pressure-sensitive materials that meet the evolving needs of our customers. From concept to shelf, our solutions are engineered for precision, performance, and sustainability.

PERSONALIZED SUPPORT

Our dedicated Customer Solutions team and Regional Sales Managers bring a personal touch to every account. We collaborate closely with customers to listen and understand their goals, solve challenges, and deliver tailored solutions that make a difference

Pressure Sensitive

Wausau Coated Stock - UK

Stocked Products - HERMA United Kingdom

Herma Product Code	Wausau Coated Catalog	Product Description
45002	W028068	70# Cotton Courtyard - 100% Cotton (WS) / H-318 / 1.2 mil PET
45004	W029153	85# Ever Opaque® XL Bright White Felt - 30% PCW (WS), FSC® / PW-831 / 1.2 mil PET
45007	W026970	70# Bright White Felt - 30% PCW (WS), FSC® / H-318 / 1.2 mil PET
45005	W035441	143# Castile Bright Silver Foil Dual Metal / i8017 / 1.2 mil PET
45000	W023760	2 mil Shimless Rainbow PET Hologram - 30% PCR / AT-2060 / 1.2 mil PET
45003	W028128	60# Black Vellum (WS) / H-318 / 1.2 mil PET
45006	W038522	Hydro Opaque™ Avon Brilliant White Classic Crest (WS), FSC® / H-309 / 1.2 mil PET



FACESTOCK AND ADHESIVE COMPARISON MATRIX

Pressure Sensitive

Wausau Coated Stock- UK

POLYESTER FILMS

Wausau Coated Products' polyester films offer durable, moisture- and chemical-resistant labeling solutions. With excellent clarity and printability, they are ideal for premium branding, floor graphics, and custom labels. These films ensure consistent performance for both functional and decorative applications

SPECIALTY PAPERS

Wausau Coated Products' specialty paper facestocks combine premium aesthetics with reliable performance. Designed for high-end labeling in markets like wine, gourmet foods, and cosmetics, these papers offer excellent printability, texture, and durability—enhancing both brand appeal and functionality.

EVER OPAQUE® XL

Ever Opaque® XL is a refined, premium solution designed for brands that demand both visual sophistication and technical resilience. Its finish supports embellishments like foiling and embossing, while its construction offers exceptional resistance to bubbling, wrinkling, and moisture intrusion—even in ice-bucket conditions. It's ideal for premium beverages and gourmet packaging where flawless presentation matters most.

HYDRO OPAQUE™

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.

DUAL METAL

Dual Metal Facestock from Wausau Coated Products offers a striking metallic finish with the durability needed for high-end labeling. Designed to elevate packaging for spirits, gourmet foods, and luxury goods, it supports embellishments like embossing and foiling while maintaining excellent print performance and shelf appeal.

WCP Adhesive Benefit Comparison	H-318	H-309	i8017	PW-831
Tack	● ● ● ●	● ● ● ○	● ● ● ○	● ● ○ ○
Neck & Specialty Applications	● ● ○ ○	● ● ○ ○	● ● ● ○	● ● ○ ○
Ultimate Adhesion	● ● ● ○	● ● ● ○	● ● ● ●	● ● ● ○
Wet Application	● ● ● ○	● ● ● ○	● ● ○ ○	● ● ○ ○
Ice Bucket Performance	● ● ● ○	● ● ● ○	● ● ● ○	● ● ● ●
Moisture Resistance	● ● ● ○	● ● ● ○	● ● ○ ○	● ● ● ●
Conversion (i.e. die cutting, etc.)	● ● ● ○	● ● ● ○	● ● ○ ○	● ● ● ○

KEY: ● ○ ○ NR ● ● ○ Fair ● ● ● Good ● ● ● ● Excellent

*The adhesive performance data presented in this matrix is based on various adhesive vs. adhesive testing methods. Results may vary depending on the specific facestock used, as material characteristics can significantly influence adhesion. We strongly recommend conducting your own testing under actual application conditions to ensure suitability for your intended use.

FSC® certification ensures responsible use of forest resources.

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