



wausau coated

SUSTAINABILITY EFFORTS



SUSTAINABLE MANUFACTURING

- Focusing on what we can control vs. what we cannot.
- Proud Pioneers of the Highest Recycled Content Film Liner in the Industry with a 1.2 mil Clear 90% PCW r-PET Liner.
- Wausau Coated Products is committed to advancing the circular economy in our industry and providing support to achieve this goal. We are committed to helping our industry adapt through active memberships in CELAB and TLMI. We also are at the forefront of helping mills qualify paper release liner through their process by providing paper release liner samples.
- Since 1981, Wausau Coated Products has been committed to limiting VOC emissions by not coating solvent acrylics and continues to adhere to this practice today.
- WCP's Winder Department trim system has undergone an upgrade, allowing WCP to segregate trim waste into two compactors. This has significantly enhanced our waste management capacity. The first compactor strictly handles landfill waste. The second compactor, on the other hand, channels waste to a fuel pelletizer for sustainable energy generation.
- We offer recyclable compatible adhesives, wash off adhesives, and dissolvable to assist in the repurposing or recycling of the containers that our labels are applied to.



SUPPORTING MARKETING COLLATERAL



Environmentally Responsible Sustainable



What is FSC?

Forest Stewardship Council® is a global not-for-profit organization that sets the standards for what is a responsibly managed forest, both environmentally and socially. Their mission is to promote environmentally sound, socially beneficial, and economically prosperous management of the world's forests. Wausau Coated Products holds the chain of custody (COC) certification. This certification applies to businesses that manufacture or sell forest products. It confirms that FSC certified material is handled and tracked correctly throughout the entire supply chain.

What does PCW mean?

Post-consumer waste is material that has served its intended purpose out in the market and has been collected at a recycling or waste center. It is then reintroduced into the manufacturing process which helps keep tons of material from going into landfills.

What is the difference between PCW and recycled material?

While PCW has served its original purpose in the market and has been reintroduced into the manufacturing process, recycled paper may contain pre-consumer waste, post-consumer waste or both.

Pre-consumer waste is material generated during any step of the manufacturing process that never makes it to the consumer (scraps, trimmings or rejects).

Are your products recyclable?

Wausau Coated Products' standard pressure sensitive label products are not recyclable, due to the adhesive that is used. We do however offer a recycling compatible adhesive (RCA-44) which, when used with a non-wet strength paper, can be put into the recycling stream. RCA-44 is designed to 'ball up' and be removed in the screening process of recycling paper.

What is the difference between biodegradable and compostable?

A product is biodegradable if it breaks down into natural elements; this typically happens in a landfill. A product is compostable if it breaks down and provides valuable nutrients to the soil. This takes place in a compost pile or similar, as this process requires the right level of oxygen, water and heat. Although biodegradable refers to any material that breaks down and decomposes in the environment, compostable material breaks down and provides nutrients into the soil, improving and fertilizing it.

