



News Release

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Wausau Coated Products Designated as HP Indigo Preferred Media Partner

Wausau, WI (February 2, 2010) - Wausau Coated Products Inc., a leading manufacturer of custom-designed pressure sensitive products, label materials and coating technologies, announces the recent designation as an HP Indigo preferred media partner.

Known industry-wide for being flexible, innovative and responsive, Wausau Coated Products specializes in developing solutions that are designed to meet customer-specific applications and end-user needs. In addition to providing a line of HP Indigo-certified products through its preferred media partnership, Wausau Coated Products serves digital label and packaging converters with custom manufacturing capabilities, offering a wide variety of roll substrate options.

Wausau Coated Products' extensive line of HP Indigo-certified pressure sensitive roll and sheet media, including FSC-certified choices, are stocked and ready to ship. A complete listing of all stocked HP Indigo-certified products is available at www.wausaucoated.com

"Wausau Coated Products is honored to be a preferred media partner of HP, culminating all the time and effort spent developing HP Indigo compatible products over the past five years. We are committed to leveraging this relationship in an effort to make more specialty and custom built solutions for HP Indigo press owners to expand their markets and profitability," says Ben Reif, VP and General Manager for Wausau Coated Products.

"HP Indigo customers can grow their business based on the wide media selection they can offer," said Alon Bar-Shany, vice president and general manager, Indigo division, HP. "HP and



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Wausau Coated Products are working together to offer best-in-class solutions that help our customers address new markets.”