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BW Converting's Baldwin brand validated by Fashion for Good and Apparel Impact Institute

Baldwin TexCoat® G4 precision spray finishing recognized as a proven climate solution to reduce energy, water and CO₂e emissions in textiles



BW Converting's Baldwin TexCoat® G4 has been validated through collaboration with Fashion for Good and Apparel Impact Institute.

GREEN BAY, Wis. — Oct. 14, 2025 — [BW Converting](#) announces that its [Baldwin TexCoat® G4](#) precision spray finishing system has been validated through collaboration with [Fashion for Good](#) and [Apparel Impact Institute \(Aii\)](#). Following extensive trials and analysis, the technology is now recognized within Aii's Climate Solutions Portfolio Registry as a proven solution for lowering carbon emissions and resource consumption across the global textile supply chain.

TexCoat G4 replaces traditional pad-based applications with non-contact precision spray technology, applying chemistry only where it is needed. The system delivers 40–50% energy savings, reduces water consumption and chemical use by up to 50% and eliminates chemical waste during job changeovers. These benefits help mills achieve significant sustainability targets while improving profitability and throughput.

"Being recognized by both Fashion for Good and Aii underscores the impact of TexCoat G4 not only as an innovative finishing technology but as a verified climate solution," said Yiannis Vasilonikolos, Global Sales Leader, Textiles, BW Converting. "We are proud that the data confirms what our customers experience every day: measurable reductions in energy, water and carbon footprint, paired with consistently high finishing quality. Together, this validation strengthens our ability to help textile producers meet the dual goals of sustainability and competitiveness."

Reflecting on the real-world impact of the technology, Andrea Mariani, Facility Director at Oreste Mariani, a leading European textile finisher, shared:

"At Oreste Mariani we have been running BW Converting's Baldwin TexCoat G4 since 2022. The system has helped us significantly reduce energy and chemical consumption while maintaining high finishing quality. Independent trials, such as the BluWin BAT+ study at our mill, confirmed these savings in real production conditions. In 2024, we also installed BW Converting's [Baldwin Corona Pure](#) for textiles, which allowed us to achieve the maximum level of water repellency while eliminating an additional wash step from our process. For us, this means both improved product performance and lower resource use. Equally important, we have experienced excellent support from the BW Converting team and a very high level of reliability from their equipment. Together, TexCoat G4 and Corona have become important technologies in our sustainability journey, helping us reduce environmental impact, cut costs and continue to deliver high-quality fabrics to our customers."

The validation follows successful field trials in Europe and Asia, where TexCoat G4 has demonstrated substantial resource savings with no compromise to fabric quality. As part of Aii's registry, the technology will now be visible to leading apparel brands and retailers that are actively sourcing scalable solutions to decarbonize textile wet processing. The full case study is available here: [Aii Case Study – Precision Spray Finishing Technology](#).

TexCoat G4's patented non-contact spray process also streamlines operations by reducing downtime, enabling rapid changeovers and supporting traceability through full Industry 4.0 integration.

To learn more about TexCoat G4 and BW Converting's full portfolio of textile finishing technologies, visit bwconverting.com.

ABOUT BW CONVERTING

From paper to plastic, ink to textile, products to packaging, BW Converting changes things for the better. We innovate, design, manufacture and service precision machinery that unlocks manufacturing opportunities in tissue, hygiene, print, packaging, mailing, textiles and other high-performance industrial applications. By unifying our product brands — Paper Converting Machine Company (PCMC), Winkler + Dünnebier (W+D), Baldwin Technology Co., Hudson-Sharp, STAX Technologies and

Northern Engraving and Machine — under one global organization as part of the \$3.6 billion-plus Barry-Wehmiller organization, we help maximize global industry potential today and tomorrow. To learn more, go to bwconverting.com.

ABOUT BARRY-WEHMILLER

Barry-Wehmiller (BW) is a growth platform and value-added operator redefining success in business by demonstrating how human and economic vibrancy work in harmony. With a portfolio spanning industrial and packaging automation, professional services and life sciences technology, BW combines disciplined operations, people-centric leadership and purpose-driven growth with a permanent capital mindset to create lasting value for all stakeholders. Recognized globally for pioneering a model of leadership that empowers leaders to perform with excellence while caring for others, BW has grown into a \$3.6 billion-plus organization with more than 12,000 team members united by a shared mission of building a better world through business. Barry-Wehmiller's journey in creating new expectations of business is chronicled in Chairman and former CEO Bob Chapman's bestselling book, [*Everybody Matters: The Extraordinary Power of Caring for Your People Like Family*](#), available in a revised and expanded edition in late October 2025. To learn more, visit barrywehmiller.com.