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For additional information, please contact:
Emily Cambriello, Marketing Leader-Public Relations
emily.cambriello@bwconverting.com

BW Converting delivers tailored packaging solutions for diverse market needs at Pack Expo 2024

BW Converting's Hudson-Sharp and W+D brands on display, PCMC's Windell McGill shares vision for future of flexible packaging

GREEN BAY, Wis. — Nov. 1, 2024 — Packaging manufacturers from newcomers to industry leaders are under increased pressure to meet wide-ranging demands while maximizing productivity, quality and sustainability. [BW Converting's](#) Hudson-Sharp and Winkler + Dünnebier brands will lead the way to achieving these goals and setting new standards at Pack Expo 2024, taking place November 3 to 6 at McCormick Place in Chicago, Illinois.

Taking the spotlight in booth S-2100 will be the Hudson-Sharp Ares 400 series stand-up pouch machines and the W+D 449 e-commerce mailing bag machine.

BW Converting's Hudson-Sharp Ares 400 Lite, Elite and Rapid machines are designed to meet the diverse needs of pouch manufacturers, whether they are just entering the market or looking to scale up high-volume production.



BW Converting's Hudson-Sharp Ares 400 series stand-up pouch machines will be on display at Pack Expo 2024.

Ares 400 Lite: Ideal for entry-level manufacturers, this compact, cost-effective machine ensures quick changeovers and seamless operation. Key features include advanced zipper-sealing, ultrasonic zipper crush and a flying knife cut-off system, offering affordability without sacrificing performance.

Ares 400 Elite: Designed for more complex needs, the Elite model boasts independent gusset K-sealers, automatic positioning and web registration for enhanced precision. It can be customized with options like bottom-fill pouches and child-resistant closures, making it versatile and efficient.

Ares 400 Rapid: Built for high-volume production, this machine achieves over 200 cycles per minute with features like supplemental web tension control and servo cross sealers. It maximizes speed and efficiency while keeping operational costs low.

"We are thrilled by the success of our ARES 400 and have transformed our flagship stand-up pouch product into a versatile family of three configurations to support the growth and success of pouch converters across all segments," said Piergiorgio Assandri, Product Manager - Bag Converting, BW Converting. "Whether you're an entry-level business seeking to establish your presence or an established manufacturer aiming for high-volume efficiency, our machines are designed with versatility and performance in mind."

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Nov. 1, 2024

Page 2 of 2

The ARES 400 Lite, Elite and Rapid provide tailored solutions that enhance productivity while setting new standards in quality and innovation within the industry.”

With the booming growth of e-commerce, smaller parcel shipments are becoming increasingly common, and the W+D 449 e-commerce mailing bag machine is built to address this demand. Designed to handle the 80% of e-commerce shipments that weigh less than four pounds, the W+D 449 machine offers the most efficient and productive solution for producing full-featured paper mailing bags.

Operating at speeds of up to 300 mailers per minute, the W+D 449 machine integrates an innovative zero-waste design that can reduce paper waste by up to 10%, helping manufacturers meet sustainability goals while maximizing output. The machine also offers inline capabilities such as expansion gussets, dual sealing strips and tear string application, ensuring that every mailer is secure and ready for shipment. Optional add-ons, including 4-color flexo and digital printing, as well as inline stacking, provide even more flexibility for manufacturers looking to create customized, high-quality mailers at high speeds.

“When it comes to mailer bag output speed and a new zero-waste die-cutting capability that can reduce paper waste by nearly 10%, the W+D 449 has been designed for maximum efficiency and paper savings, which makes this new machine stand out in this growing market segment,” said Andrew Schipke, Vice President of Marketing and Strategic Sales, for BW Converting’s W+D brand North America.

In conjunction with Pack Expo, Windell McGill, BW Converting Sales Executive and a leading innovator behind BW Converting’s Paper Converting Machine Company brand, will join a panel of industry experts speaking at an exclusive Innovation Day: Digital Printing for Flexible Packaging networking event, hosted by [INX International Ink Co.](#) on November 5, from 4 p.m. to 7 p.m. The panel will explore the latest trends and innovations shaping the future of digital printing for flexible packaging. McGill led the launch of BW Converting’s pioneering PCMC [ION hybrid flexo and digital packaging press](#).

“I’m pleased to have been asked to be a part of INX’s Innovation event focused on digital printing for flexible packaging,” said McGill. “From an industry perspective, we’re moving forward with new technologies that address mainstream production runs, not just very short runs. It’s exciting to be a part of this next step.”

Register [here](#) to attend INX’s Innovation Day. Visit [bwconverting.com](#) for more information on the company’s full range of equipment and technology.

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 Barry-Wehmiller organization, we help maximize global industry potential today and tomorrow. To learn more, go to [bwconverting.com](#).

ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of highly engineered capital equipment and consulting services for a wide variety of industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a \$3.6 billion organization with more than 12,000 team members united by a common belief: to use the power of business to build a better world. CEO Bob Chapman shares the story of the company’s transformation in his book, [Everybody Matters: The Extraordinary Power of Caring for Your People Like Family](#). To learn more, go to [barrywehmiller.com](#).