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Flexible packaging pivot accelerates SunDance's growth *Partnership with BW Converting fuels market penetration for Florida printer*

GREEN BAY, Wis. — Nov. 7, 2024 — [SunDance USA](#) made a game-changing move amid the downtrends that accompanied the onset of the COVID-19 pandemic by transitioning into flexible packaging. This venture not only brought a significant turnaround in its business strategy but has accelerated its growth momentum ever since.

Watch the podcast here: <https://www.bwconverting.com/post/2024/10/30/packaging-pivot-accelerates-sundance-s-growth-momentum>

Headquartered in vacation hot spot Orlando, Florida, SunDance began as a commercial printer in 2007 and evolved to add wide-format printing to its services. When the pandemic dealt a blow to its traditional tourism-based business, SunDance President JohnHenry Ruggieri led the charge to embrace a new operational strategy by diving into flexible packaging to mitigate the downturn.



JohnHenry Ruggieri led SunDance's foray into packaging with BW Converting's Hudson-Sharp Ares 400 stand-up pouch machine.

And Hudson-Sharp's reputation was a factor as well," said Ruggieri.

"We had decided to get into packaging a little bit deeper in 2019 and bought a label press," said Ruggieri. "With COVID hitting, our major verticals were all very tourism-based, so we pivoted into flexible packaging. We evaluated a whole bunch of different equipment, did site visits, and the staff, the technology and the support were all major drivers in that decision."

In its quest to dive deeper into packaging, SunDance found a reliable and reputable partner in [BW Converting's](#) bag-converting equipment and invested in its Hudson-Sharp Ares 400-SUP (stand-up pouch) machine. The Florida printer ultimately chose the equipment for its adaptability to digital printing, particularly for short runs. Providing quick changeovers, the Hudson-Sharp Ares 400-SUP delivers recycle-ready pouches with low scrap rates.

"The Ares 400 had a relatively small footprint. The auto-correct and other automatic settings were very attractive for us, particularly with the digital print.

"When SunDance approached us for a solution, I was struck by their readiness to adapt in the face of a pandemic," said Tommy Evans, Sales Executive for BW Converting's Hudson-Sharp brand. "JohnHenry's team had zero experience in making pouches, but their eagerness to learn and evolve spoke volumes of their business acumen."

The transition was not without challenges, with a learning curve much greater than Ruggieri had anticipated. However, BW Converting's resolute support, extensive training and round-the-clock technical assistance helped SunDance skillfully navigate its foray into packaging, the success of which has far exceeded Ruggieri's expectations.

Ruggieri stressed the importance of having such a supportive partner during major transitions, and advised other businesses considering a similar move to "lean into them and use the support that they offer." He added that SunDance is geared up for future growth with BW Converting on its side.

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"Our venture with SunDance has set a pivotal example of how flexible and responsive digital printing businesses can be, especially when facilitated with machinery designed for their unique needs," said Evans. "Our partnership has shown how companies like SunDance can harness the power of technology and expert guidance to overcome challenges and tap into promising markets."

JohnHenry Ruggieri leads SunDance with his father, CEO John Ruggieri, who purchased what was then a fine art publisher in 2007 and evolved it into a commercial printer with services ranging from printing, design and mail to large format, finishing and bindery. SunDance grew rapidly to develop a nationwide client list including businesses in the food and drug, tourism, healthcare and fine arts publishing industries, among others.

SunDance was the first SGP (Sustainable Green Printer)-certified commercial offset printer in the state of Florida. It was also recently named Florida's Best Printer at the 2024 Florida Print Awards, marking the third time in five years that it's brought home the coveted Golden Flamingo, the highest honor awarded by the Florida Graphics Alliance.

For more information, visit [bwconverting.com](https://www.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 + Dünnebieer (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](https://www.bwconverting.com).

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