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With Hudson-Sharp's Ares 400 pouch machine, NBi FlexPack realizes big benefits *Since installation, flexible packaging producer has reduced waste and increased output*



NBi FlexPack team members Jason Wojes, Production Manager (left), and Josh Sanchez, Machine Technician (right), stand with the recently installed Ares 400 stand-up pouch machine from Hudson-Sharp.

GREEN BAY, Wis. — July 18, 2023 — Hudson-Sharp, part of Barry-Wehmiller's BW Converting Solutions platform, recently installed a new [Ares 400 stand-up pouch machine](#) at NBi FlexPack, headquartered in Mukwonago, Wisconsin. NBi produces sophisticated packaging for the cannabis market, specializing in recyclable and compostable packages with maximum shelf appeal. While this dedication to sustainability and quality sets NBi apart from others in a competitive niche market, it also requires production equipment that meets high performance standards.

"Our previous pouch-making machine just wasn't cutting it," said NBi General Manager Rick Nerenhausen. "We were experiencing a considerable amount of waste, and the customer service experience was quite poor. I knew it was time for an upgrade, so I talked to my industry contacts and my suppliers, and attended Pack Expo. I noted the same two names kept coming up. One of those was Hudson-Sharp."

After researching the options, Hudson-Sharp's Ares stood out to Nerenhausen, who said: "It's an American-made machine, well-built and good-looking, and Hudson-Sharp is only a few hours away. The Ares had the speeds and features we were looking for."

Since acquiring the new Ares, NBi has greatly reduced its waste and increased its output, with quicker turnovers from pouch to pouch, and is able to deliver the high-quality pouches its niche market expects. In addition, the relationship with Hudson-Sharp, and its reputation for great customer service, has been a bonus—both during the installation and for machine operators.

"I've been through three or four machine installs, and Hudson-Sharp was the most professional by far," said Nerenhausen. "The project management was exceptional. I always knew what was going on. There are always issues, but how a supplier responds to those issues is key, and Hudson-Sharp did not disappoint."

NBi Machine Technician Josh Sanchez added: "The Ares was easy to learn, and we were off and running in just a few days. Plus, the service network is great. I know exactly who to go to for parts or a service tech if I need them."

"We're thrilled that NBi is happy with the Ares," said Hudson-Sharp Regional Sales Manager Jason Bealeau. "NBi delivers quality pouches, and we're honored to have helped the company reduce waste and increase output."

ABOUT HUDSON-SHARP

Hudson-Sharp, part of BW Converting Solutions, a strategic alliance of resources and services comprised of six industry-leading brands, is a global leader in the design and manufacture of plastic-bag-making equipment, pouch-making equipment and reclosable solutions. With more than 100 years of experience, Hudson-Sharp sets the standard for high-performance equipment, including wicketers and stand-up pouch machines, as well as industry-leading technology and innovation, as demonstrated by our revolutionary Inno-Lok® and Pour & Lok™ pre-applied closure products. To learn more, go to hudsonsharp.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 \$3.5 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.