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BW Converting's Packaging Innovation Center serves as a resource for training, customer collaboration and equipment demonstrations

Hands-on seminars welcome anyone eager to learn about flexographic printing



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GREEN BAY, Wis. — Dec. 4, 2025 — [BW Converting's](#) Packaging Innovation Center in Green Bay is central to the company's mission to support converters with practical training, hands-on learning and real-world technology demonstrations. Purpose-built for operator development and customer collaboration, the center offers a fully equipped pressroom environment featuring live equipment, experienced instruction and guided production demos — all designed to help printers build confidence, troubleshoot effectively and strengthen pressroom performance.

Equipped for platemaking, plate mounting, flexo and digital printing, and bag converting, the center also features a newly installed [PCMC Meridian Elite+ laser anilox cleaner](#). This system can clean four rolls simultaneously, without water, chemicals or compressed air, highlighting BW Converting's focus on sustainability, operator safety and reduced downtime.

The center regularly hosts three-day seminars led by Fox Valley Flexo Services, with instruction from two former educators at Fox Valley Technical College. With decades of practical experience, they tailor every class to the needs and experience levels of each training group. Small class sizes enable hands-on learning, one-on-one troubleshooting and meaningful interaction with the equipment.

"Every session is shaped around the specific needs of the people in the room," said Mark Keller, Fox Valley Flexo Services. "We focus on fundamentals, but we go deep where it matters, whether that's troubleshooting press components or understanding how ink and substrate choices affect final output."

Training topics include press setup and operation, printing plates, mounting tapes, doctor blades, process color, ink management, corona treatment and more. Participants engage directly in live production demonstrations and guided press operation to reinforce technical concepts with real-world application.

In 2026, BW Converting will expand access to the PCMC Meridian Elite+. The expansion kicks off with the Harper Roadshow in January, which will feature live demonstrations of the system and give attendees a chance to explore the technology in a real production environment.

"The Packaging Innovation Center allows us to demonstrate real-world solutions in a setting that encourages learning, experimentation and connection," said Rodney Pennings, Director of Sales, Print, BW Converting. "Whether you're a technician refining your skills or a converter evaluating new technologies, this is a place built to support your goals."

Training at the center is open to those who wish to know more about the flexographic printing process. It is ideal for press operators, pre-production, press assistants, customer service reps and maintenance personnel.

The final 2025 class was held Dec. 2-4. A full schedule of 2026 sessions will be released soon.

To learn more about BW Converting's Packaging Innovation Center and upcoming training sessions, 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 from all major booksellers. To learn more, visit barrywehmiller.com.