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HanesBrands invests in 19 Baldwin Precision Application Systems

State-of-the-art application technology to help apparel leader reach environmental sustainability goals



Baldwin's Precision Application System at HanesBrands.

ST. LOUIS — Feb. 8, 2018 — Baldwin Technology Company Inc.'s exclusive and innovative Precision Application System—which realizes substantial savings of water, chemistry and energy while increasing productivity—was designed with companies like HanesBrands in mind.

HanesBrands—whose venerable apparel lines include Hanes, Champion, Playtex, Bali and Maidenform, to name a few—has set significant environmental stewardship goals to reduce energy consumption and water use. The company's recent investment in Baldwin's Precision Application Systems, with a textile finishing technology that allows for accurate and controlled placement and therefore, reduced use of end-of-line chemicals and water, will help HanesBrands achieve its environmental sustainability goals. Additionally, Baldwin's groundbreaking application system improves output through greater flexibility, fewer production steps and increased uptime.

Mike Abbott, HanesBrands Global Director of Research and Innovation, said: "Baldwin fulfilled our requirements to provide a solution that optimizes our productivity while reducing our environmental impact." HanesBrands thoroughly evaluated the technology for eight months in live production conditions with positive results. Abbott continued: "During the evaluation period of the system, we have had outstanding results in productivity increase, and we can clearly see that this technology will make a great contribution to our future efficiency and sustainability savings."

Peter Hultberg, Chief Commercial Officer at Baldwin, said: "We are honored to partner with one of the world's strongest apparel brands to help the company achieve not only its business goals, but also its corporate responsibility goals. The trust the HanesBrands team placed in Baldwin and our innovative application technology marks an important milestone for Baldwin and our quest to redefine the standards of sustainable textile finishing."

The HanesBrands contract includes an option to supply 15 additional Precision Application Systems.

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ABOUT HANESBRANDS

HanesBrands is a socially responsible leading marketer of everyday basic apparel under some of the world's strongest apparel brands in the Americas, Europe, Australia and Asia-Pacific, including Hanes, Champion, Playtex, DIM, Bali, Maidenform, Bonds, L'eggs, JMS/Just My Size, Wonderbra, Nur Die/Nur Der, Lovable and Gear for Sports. More information about the company and its corporate social responsibility initiatives, including environmental, social compliance and community improvement achievements, may be found on the Hanes corporate website at hanes.com.

ABOUT BALDWIN TECHNOLOGY COMPANY INC.

Baldwin Technology Company Inc. is a leading global manufacturer and supplier of innovative process-automation equipment, parts, service and consumables for the printing, packaging, textile, plastic film extrusion and corrugated industries. As a total solutions provider, Baldwin offers our customers a broad range of market-leading technologies, with a focus on improving the economic and environmental efficiency of production processes. Through a global footprint of 21 company-owned locations and an extensive network of partners, our customers are supported globally, regionally and locally by dedicated sales and service team members who add value by forming long-term relationships. Baldwin is privately owned by BW Forsyth Partners, a Barry-Wehmiller company. For more, visit baldwintech.com.

ABOUT BW FORSYTH PARTNERS

BW Forsyth Partners is the investment arm of multibillion-dollar global manufacturing and engineering consulting firm Barry-Wehmiller. Established in 2009, BW Forsyth Partners blends Barry-Wehmiller's unparalleled legacy of value creation and people-centric culture development with keen investing experience to help companies realize their true potential. With a focus limited to areas known well, BW Forsyth Partners seeks to partner with leadership teams to acquire small- to middle-market companies in the capital and component equipment, and professional services sectors. In each of our operating companies, BW Forsyth Partners deploys operational improvements and strategy development without compromising the autonomy, strategic vision and entrepreneurial spirit of their leadership teams. For more information, visit bwforyth.com.