

FOR IMMEDIATE RELEASE

For additional information, please contact:

Emily Cambriello, *Global Marketing Content Leader*
emily.cambriello@baldwintech.com or (845) 323-5852

Baldwin Technology Company Inc.

8040 Forsyth Blvd.
St. Louis, MO 63105 USA

t. +1 (314) 863-6640

f. +1 (314) 726-2132

baldwintech.com

Oliver Jentschke joins Baldwin to lead European sales team

His industrial engineering expertise and customer-centric approach will enhance partnerships



Oliver Jentschke has been named Baldwin's Vice President of Sales for Europe.

ST. LOUIS — March 2, 2022 — Baldwin Technology Company Inc. is pleased to announce that Oliver Jentschke, an industrial engineer with a long track record as a customer-focused sales leader, has joined the organization as Vice President of Sales for Europe. His experience leading and developing commercial teams, along with his results-driven approach and passion for enhancing the customer experience, will be instrumental as he builds and delivers Baldwin's print sales strategy across Europe.

Said Baldwin Chief Commercial Officer Peter Hultberg: "I am delighted that Oliver has joined Baldwin to partner with our team and develop our strategy for serving existing and new customers in the print market, driving toward customer connectivity and value, and further growing our business in Europe."

Jentschke is a highly skilled commercial leader, most recently working for ratioparts GmbH (part of Arrowhead Engineered Products), where he was the Sales Director for Europe. Prior to that, Jentschke was the Sales Director for Oerlikon and ROFIN-LASAG AG. He also spent time as the Business Development Manager for Rotoflex/Mark Andy Inc., where he and his sales team drove revenue growth and market expansion throughout Europe. Jentschke received an industrial engineering degree from the University of Cologne in Germany.

Said Jentschke: "I am very excited to be part of the Baldwin team and to be working in an industry that I have always enjoyed."

Baldwin offers the broadest range of [industry-leading process-improvement technology](#) for the printing and packaging industries—including cleaning, drying and spray automation systems; 100 percent defect-detection; register- and color-control solutions; LED, UV and IR systems; and corona surface treatment and rotary spray solutions. Baldwin's revolutionary Industry 4.0 platform, AMP IoT (Internet of Things), quickly connects the data from machines, accessories, management information systems and workflows to obtain a holistic view of production and overall equipment effectiveness, regardless of make, model or vintage of the assets.

Baldwin recently realigned its sales teams to simplify customers' access to its process-improvement and consumables technologies, and optimize service for the printing and packaging industries. The company's prior sales structure was built around its product lines. With the realignment, sales leaders cover smaller regional geographies, and regional teams have access to the full Baldwin portfolio of equipment, consumables and service products. In addition to having one regional sales point of contact, Baldwin customers benefit from an expert service and support team, and aftermarket, consumables and upgrade programs.

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 development, 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 bwforsyth.com.