

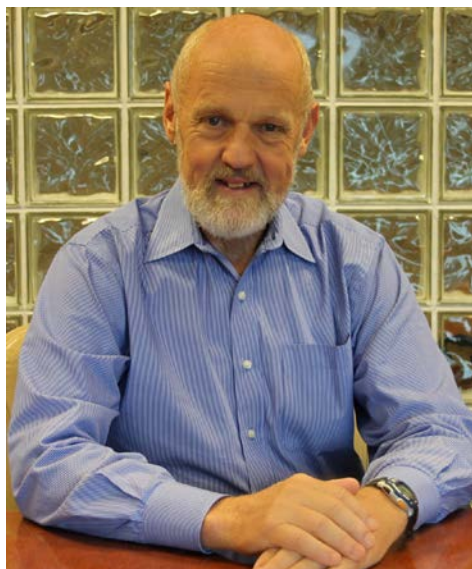
## FOR IMMEDIATE RELEASE

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## Bruce Larson tapped for key packaging platform role



*Bruce Larson, Barry-Wehmiller's new Director of Business Development-Packaging*

ST. LOUIS — April 13, 2017— As part of Barry-Wehmiller's commitment to enhancing the value it offers customers, the capital equipment and engineering solutions leader has tapped 20-year packaging industry veteran Bruce Larson as Director of Business Development for its packaging platform.

As Director of Business Development-Packaging, Larson will help coordinate client opportunities within [BW Packaging Solutions](#), to ensure that we provide the optimal solution from Barry-Wehmiller's comprehensive range of packaging capabilities. Barry-Wehmiller's packaging businesses (Accraply, BW Container Systems, Hayssen Flexible Systems, Pneumatic Scale Angelus, Synerlink and Thiele Technologies) provide a wide range of packaging solutions. BW's appointment of Larson reinforces the company's effort to serve as a one-stop resource to solve customers' unique packaging challenges.

"Whether the need is to design and build a new line or to identify equipment that will improve efficiency, flexibility and throughput, Bruce will help customers find the best solution," said Jeff Strobach, Director of Strategic Market Initiatives. "His tremendous product knowledge and track record of responding to customer challenges made him the ideal candidate for this role."

Larson will work closely with Barry-Wehmiller's sales executives and sales leaders to maintain a seamless continuum of service.

"I'm looking forward to helping customers tap into the wealth of knowledge and experience across Barry-Wehmiller to create value," Larson said.

BW Packaging Solutions companies can collectively provide everything from a single piece of equipment to fully integrated, custom packaging line solutions for a wide range of industries, including: food and beverage, personal care, container manufacturing, pharmaceutical and medical devices, household products, paper products and textiles, industrial and automotive, and converting, printing and publishing.

Larson comes to the packaging platform role, most recently, from a four-year stint as Vice President of New Business Development with [Hayssen Flexible Systems](#), a Barry-Wehmiller division. Prior to that, he held roles with Prototype Equipment Corporation, Goodman Packaging Equipment and Pearson Packaging Systems.

Larson is a past board member for the PMMI, chaired their Workforce & Development Committee for five years, and currently sits on the show committee. He also serves in a volunteer advisory capacity for TVS located in Brevard, NC where he resides.

### ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of engineering consulting and manufacturing technology for the packaging, corrugating, sheeting and paper-converting industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a \$2.5 billion organization with more than 11,000 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 new book, [Everybody Matters: The Extraordinary Power of Caring for Your People Like Family](#). To learn more, go to [barrywehmiller.com](http://barrywehmiller.com).