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For additional information, please contact:
Madeleine Rearte, *Global Senior Marketing Specialist*
madeleine.rearte@bwconverting.com

BW Converting's machine learning project selected for new Microsoft AI Co-Innovation Lab in Milwaukee

The unique hybrid of AI and human expertise helps customers go beyond just viewing machine data



Accelerate is BW Converting's digital transformation platform designed to help customers go beyond just viewing machine data.

GREEN BAY, Wis. — June 27, 2025 — [BW Converting](#) is proud to announce that a digital innovation initiative centered around fault anomalies has been selected as one of the first projects for the new Microsoft AI Co-Innovation Lab at the University of Wisconsin-Milwaukee campus. The project submission was generated by the Accelerate digital services team in conjunction with Barry-Wehmiller's Digital Innovation team. This milestone strengthens BW Converting's role within Wisconsin's tech ecosystem and marks a new chapter in its digital transformation journey alongside TitledownTech — an innovation hub backed by the Green Bay Packers and Microsoft.

Accelerate is BW Converting's digital transformation platform designed to help customers go beyond just viewing machine data. While dashboards are a powerful tool, they are just the beginning. Accelerate pairs real-time dashboards with the insight of their specialized technicians, enabling users to understand the data and take action to reduce downtime, boost efficiency and enhance long-term performance.

"At BW Converting, it's not just about seeing the numbers — it's about understanding them," said Amber Stollfus, Director, Digital Services and Solutions, BW Converting. "That's the power of Accelerate."

Originally launched in 2020, Accelerate continues to evolve as a dynamic, customer-focused solution. The development philosophy behind it is simple: Development should never stop.

TitledownTech is the operating partner of the Microsoft AI Co-Innovation Lab in Milwaukee, helping potential participants define, refine and quantify the value of their most promising AI-driven solutions. TitledownTech provided BW Converting with the support, infrastructure and connections necessary to submit the project to Microsoft for evaluation.

"TitledownTech has been instrumental in helping us manage communications with Microsoft and guiding us through essential processes. They've acted as the bridge between our team and the broader tech ecosystem," said Stollfus.

The Co-Innovation Lab allows participants to work alongside Microsoft engineers in a rapid prototyping session to accelerate their time to market and learn about the latest technology available.

"We believe our enthusiasm and strong vision for what Accelerate can do played a major role in our selection for this engagement," said Stollfus.

Accelerate helps customers by not only leveraging real-time machine data but also enhancing it with expert analysis. It's not just a dashboard — it's a service that empowers users to act on insights. That unique pairing of technology and human expertise made it stand out in a competitive field.

The partnership includes upcoming strategic meetings between BW Converting leadership and TitledownTech's managing partners. The goal: build awareness, foster innovation and expand AI-driven development throughout Wisconsin. In the end, BW Converting's customers will reap the resulting benefits.

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 Barry-Wehmiller organization, we help maximize global industry potential today and tomorrow. To learn more, go to [bwconverting.com](https://www.bwconverting.com).

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