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BW Converting showcases the power of tactile direct mail at Amplify 2025

Advancing haptic engagement and print finishing technologies that help marketers boost ROI



At Amplify, BW Converting will demonstrate how innovations in envelope finishing, mail inserting and LED-UV print enhancement are helping marketers create tactile experiences.

GREEN BAY, Wis. — June 3, 2025 — At this year's [Amplify](#) trade show, [BW Converting](#) will showcase how physical mail continues to drive high-performance results in the digital age — thanks to the sensory strength of touch and smell and the well-established science showing that our brains make thousands of subconscious decisions within two to three seconds of interacting with a physical mail piece. Held in Rosemont, Illinois, June 10–12, Amplify is the leading event for print finishing and embellishments. BW Converting will demonstrate how innovations in envelope finishing, mail inserting and LED-UV print enhancement are helping marketers create tactile experiences that stand out and drive results.

“Direct mail is evolving. It’s no longer just a channel — it’s a performance driver, especially when used alongside other marketing channels,” said Andrew Schipke, Vice President of Marketing and Strategic Sales, at BW Converting. “With advancements in automation, data-driven personalization and the science of touch and smell, direct mail today delivers a level of engagement that digital can’t replicate.”

Further supporting these sensory engagement strategies, the USPS Tactile, Sensory, & Interactive Promotion encourages marketers to incorporate interactive and multisensory elements into mail pieces to boost customer engagement, while qualifying for a 4% postage discount. The TSI promotion includes the use of specialty papers, embossing, TED-C shape die cuts, special inks and coatings or scented varnishes.

In the face of rising digital fatigue and increasing scrutiny of online advertising, brands are rediscovering the impact of direct mail. According to recent industry reports, direct mail commands high response rates, especially when enhanced with tactile finishes, personalized content and strategic timing. Research shows that direct mail delivers conversion rates up to 10% higher than any other marketing channel.

Visitors to BW Converting’s booth #4924 will explore how envelope and print finishing, as well as mail inserting technologies, are evolving to meet the demands of modern direct mail. BW Converting’s W+D and Baldwin brand technologies will be featured through print samples that highlight the power of touch, including embellished envelopes, variable-data self-mailers and secured data postcards known as ENVacards. BW Converting experts will be available to discuss envelope converting, high-speed inserting and LED-UV print enhancement technologies, along with strategies for maximizing ROI through targeted, sensory-driven direct mail campaigns.

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.

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