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For additional information, please contact:
Dalma Ricci, *Global Strategic Marketing Leader*
dalma.ricci@bwconverting.com

BW Converting to spotlight Hudson-Sharp Ares 400 at Global Pouch Forum 2025 *Featuring precision, productivity and pouch innovation at the industry's premier flexible packaging event*



BW Converting's Hudson-Sharp Ares 400 is designed for the next generation of flexible packaging production.

GREEN BAY, Wis. — June 11, 2025 — [BW Converting](#) will be exhibiting its Hudson-Sharp brand technology at the Global Pouch Forum 2025 in Clearwater, Florida, from June 18–20. At tabletop #205, the company will be discussing its [Hudson-Sharp Ares 400](#) system with attendees — an advanced, servo-driven, roll-to-roll stand-up pouch machine, engineered and built entirely in the United States, and designed for the next generation of flexible packaging production.

As demand accelerates across global markets for sustainable, efficient and visually distinctive pouch formats, the Ares 400 stands out as a high-performance solution for converters serving health, beauty, nutraceutical, food and pet care brands. Designed to run recyclable-ready mono-materials, the Ares 400 combines exceptional quality

with speed, modularity and versatility, enabling converters to meet stringent production and sustainability goals with confidence.

“Our Ares 400 platform aligns directly with the high-growth segments of the flexible packaging industry,” said Jason Beauleau, Sales Executive - Bag Converting, BW Converting. “From cosmetics and dietary supplements to snacks and pet food, converters are increasingly expected to deliver pouches that are not only high-performing and visually appealing but also compatible with circular economy goals.”

Built for productivity, the Ares 400 features tool-less changeovers, advanced tension control and simplified operator interfaces, making it an ideal choice for converters expanding into short-run, high-SKU-count environments. Its modularity allows for customization based on customer specifications, including zipper applicators, shaped die-cutting and inline gusset forming.

According to industry forecasts, the global pouch market is projected to reach \$47 billion by 2027, with stand-up and flat-bottom formats leading the charge. At Global Pouch Forum, BW Converting will highlight how the Ares 400 is engineered to help converters capitalize on that growth — through operational efficiency, downstream compatibility and the ability to run a wide range of pouch structures.

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.

ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of highly engineered capital equipment and consulting services for a wide variety of industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a \$3.6 billion organization with more than 12,000 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 book, [Everybody Matters: The Extraordinary Power of Caring for Your People Like Family](#). To learn more, go to barrywehmiller.com.