

**FOR IMMEDIATE RELEASE**

For additional information, please contact:  
Dalma Ricci, Global Strategic Marketing Leader  
[dalma.ricci@bwconverting.com](mailto:dalma.ricci@bwconverting.com)

**BW Converting to present its Baldwin TexCoat® G4 and Corona Pure at ITM 2026**  
*Textile technologies on display in Istanbul will highlight process efficiency, finishing quality and reduced resource consumption*



At Zaman Textile Mills, BW Converting's Baldwin TexCoat G4 helped reduce water, energy and chemical consumption while increasing production.

GREEN BAY, Wis. — May 21, 2026 — [BW Converting](https://www.bwconverting.com) will present the company's Baldwin [TexCoat® G4](https://www.bwconverting.com) precision spray finishing system and [Corona Pure](https://www.bwconverting.com) technology at [ITM 2026](https://www.itm2026.com), taking place June 9 through 13, 2026, in Istanbul, Turkey. Visitors to Hall 11, Booth 1113A will have the opportunity to learn how BW Converting's textile solutions help manufacturers improve process control, enhance fabric quality and reduce chemistry, water and energy consumption.

At the center of BW Converting's textile offering, Baldwin TexCoat G4 uses Precision Application Technology to apply chemistry with pinpoint accuracy to one or both sides of the fabric. By replacing conventional bath-based application methods with a non-contact spray process, the system helps reduce wet pick-up by up to 50 percent, leading to significantly lower water consumption and reduced energy demand for drying, while supporting a more consistent finishing process.

"ITM is an important meeting point for textile manufacturers looking for ways to improve productivity, lower operating costs and strengthen process consistency," said Yiannis Vasilonikolos, Global Sales Leader, Textiles, BW Converting. "With Baldwin TexCoat G4, mills can reduce water, energy and chemical usage while maintaining the high standards of finishing quality the market demands. We are also looking forward to discussing how BW Converting's broader textile technologies can help manufacturers optimize downstream performance."

The performance benefits of TexCoat G4 are already being demonstrated in commercial textile operations. At Zaman Textile Mills in Pakistan, the company reported that Baldwin TexCoat G4 has helped reduce chemical usage by up to 50 percent and increase production by 30 percent compared with earlier finishing methods, while maintaining required finishing standards.

"Since installing Baldwin TexCoat G4, we've reduced water, energy and chemical consumption while increasing production," said Atif Siddiqui, Technical Director, Zaman Textile Mills. "The system has helped us maintain our finishing standards, and we've also seen improvements in fabric quality, consistency and hand feel."

In addition to TexCoat G4, BW Converting will highlight Corona Pure, the company's advanced surface treatment technology for improving adhesion and enhancing fabric performance. As textile manufacturers transition away from C6 fluorocarbon-based water repellents toward C0, fluorocarbon-free chemistries, Corona Pure offers a way to improve absorbency and help newer formulations deliver stronger water-repellent performance. This emerging application area reflects BW Converting's broader focus on helping mills adapt to changing chemistry requirements while maintaining product quality.

To learn more about BW Converting's textile technologies, visit [bwconverting.com](https://www.bwconverting.com).

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

#### ABOUT BARRY-WEHMILLER

Barry-Wehmiller (BW) is a growth platform and value-added operator redefining success in business by demonstrating how human and economic vibrancy work in harmony. With a portfolio spanning industrial and packaging automation, professional services and life sciences technology, BW combines disciplined operations, people-centric leadership and purpose-driven growth with a permanent capital mindset to create lasting value for all stakeholders. Recognized globally for pioneering a model of leadership that empowers leaders to perform with excellence while caring for others, BW has grown into a \$3.6 billion-plus organization with more than 12,000 team members united by a shared mission of building a better world through business. Barry-Wehmiller's journey in creating new expectations of business is chronicled in the late Chairman and former CEO Bob Chapman's bestselling book, [\*Everybody Matters: The Extraordinary Power of Caring for Your People Like Family\*](#), available from all major booksellers. To learn more, visit [barrywehmiller.com](http://barrywehmiller.com).