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

## **BW Converting to highlight its W+D inserting systems at National Postal Forum 2026**

### ***Booth 610 to bring innovative technologies and strategies to today's evolving mail environment***

GREEN BAY, Wis. — April 20, 2026 — [BW Converting](#) will spotlight the company's W+D inserting systems at [National Postal Forum 2026](#), taking place May 3 through 6 at the Phoenix Convention Center in Phoenix, Arizona. Visitors can meet with BW Converting team members at Booth 610 to discuss technologies and strategies that support today's evolving mailing environment.

BW Converting's presence at the event will center on conversations around the operational demands shaping today's mailing market, including direct mail production efficiency, workflow priorities and growing campaign complexity. Through its [W+D inserting systems](#) portfolio, BW Converting continues to support mailers seeking greater productivity and the flexibility to execute increasingly sophisticated mail programs.

As direct mail becomes more personalized, data-driven and operationally complex, mailers are facing mounting pressure to improve efficiency and simplify workflow execution. BW Converting is focused on helping customers meet those demands through technologies and strategies that streamline workflows and support a more agile approach to today's campaigns.

Mail volumes continue to shift, and the value of each piece has become more important. For many mailers, that means driving greater focus on format innovation and more targeted campaigns that can deliver stronger engagement while making better use of production resources. BW Converting sees those trends reinforcing the need for inserting technologies that not only support efficiency but also help mailing operations adapt to a more selective, performance-driven direct mail environment.

"Direct mail continues to evolve, and mailers are looking for practical ways to improve efficiency, manage complexity and position themselves for the future," said Rachel Kerkhoff, Associate Product Manager, BW Converting. "At National Postal Forum, our focus will be on discussing how W+D inserting systems can help operations respond to those demands with application expertise and the backing of a broader organization committed to the mailing market."

To learn more about BW Converting's presence at National Postal Forum 2026, visit Booth 610 in Phoenix or [www.bwconverting.com](http://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 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).

