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BW Converting highlights Hudson-Sharp pouch machines at Petfood Forum 2025

Driving innovation in pet food packaging with high-performance bag and pouch converting machines



BW Converting will exhibit its Hudson-Sharp bag and pouch machines at Petfood Forum 2025.

GREEN BAY, Wis. – April 21, 2025 – [BW Converting](#) will be exhibiting its innovative Hudson-Sharp brand technologies at [Petfood Forum 2025](#) in Kansas City, Missouri, April 28–30, bringing decades of experience in high-performance pouch-making technology to one of the fastest-growing segments of flexible packaging.

With strong adoption among packaging converters serving pet food brands, BW Converting's Hudson-Sharp equipment is widely used for manufacturing large-format bags and flexible pouches for dry food, treats and specialty pet products. At this year's forum, the company will spotlight its robust [750 SUP series](#), engineered for producing gusseted, bottom-sealed bags up to 40 pounds, along with its [Ares line](#) for high-output stand-up pouches and smaller formats.

“Our equipment powers production for some of the biggest converters in the pet food space,” said Jason Bealeau, Sales Executive, BW Converting. “We see tremendous opportunity in this market, not just in large-format bags, but in the shift toward premium flat-bottom pouches for smaller pack sizes. While we can't share details just yet, Hudson-Sharp is actively exploring next-generation technologies designed to support this evolving demand.”

Backed by more than a century of engineering expertise, the Hudson-Sharp brand is widely recognized for its high-speed pouch-making systems. In North America, its technology is trusted by leading flexible packaging converters to produce a wide range of pet food formats, from large-format bags to smaller, shelf-ready pouches.

“More and more, consumers want packaging that is easier to store, reseal and recognize on the shelf,” added Bealeau. “Converters attending this show are looking for equipment that delivers speed, precision and flexibility — and that's exactly what we're here to talk about.”

Attendees can visit BW Converting at booth #928 to meet with company representatives and learn more about Hudson-Sharp pouch-making capabilities and market-specific solutions. Representatives will also be available to discuss collaborative opportunities for new machine development.

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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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.