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BW Converting expands Southeast Asian presence with new agency partnerships in Vietnam and Indonesia

Partnerships strengthen BW Converting's regional footprint as textile production shifts across Asia



BW Converting's Baldwin TexCoat® G4 has gained traction across Asia.

GREEN BAY, Wis. — March 10, 2026 — [BW Converting](#) is strengthening its presence in Southeast Asia through new agency partnerships in Vietnam and Indonesia, reinforcing the company's commitment to supporting textile manufacturers across the region. The expansion comes as BW Converting prepares to exhibit at [SaigonTex 2026](#) (April 8–11, Saigon Exhibition and Convention Center, Ho Chi Minh City, Vietnam) and [INDO INTERTEX 2026](#) (April 15–18, Jakarta International Expo, Indonesia).

In Vietnam, BW Converting has partnered with [Peja Vietnam](#), a long-established representative organization with offices in Ho Chi Minh City and Hanoi. Founded in 1992, Peja Vietnam has built a strong reputation in machinery sales, technical support and project management across the textile sector.

In Indonesia, BW Converting has appointed [NUTEK](#), a Jakarta-based organization founded in 2015 by experienced textile technology specialists. NUTEK focuses on sales, service, installations, start-ups and after-sales technical support across Indonesia and the broader Southeast Asia region.

Together, these partnerships strengthen BW Converting's regional footprint as textile production continues shifting across Asia and manufacturers invest in advanced processing technologies.

At both SaigonTex and INDO INTERTEX, BW Converting will highlight the company's Baldwin TexCoat® G4 precision spray finishing system, which has gained strong traction across Asia for its ability to reduce water, energy and chemical consumption while delivering uniform chemical application and improved process control.

"Our presence at SaigonTex and INDO INTERTEX marks an important step in expanding our textile activities in Southeast Asia," said Simone Morellini, Sales Manager, BW Converting Textile Solutions, EMEA Region, Indonesia and Vietnam. "With experienced local partners in Vietnam and Indonesia, we are well positioned to support customers as they implement advanced finishing technologies and build on the strong momentum we are seeing for precision spray systems in other Asian markets."

BW Converting's participation in both exhibitions reflects the company's continued investment across the region and its commitment to delivering innovative, resource-efficient solutions to textile manufacturers worldwide.

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.

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.