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BW Converting expands W+D 449 e-commerce system with new five-inch gusset capability

High-speed system gives paper mailer manufacturers greater format flexibility



BW Converting's W+D 449 now includes an optional five-inch gusset designed to give manufacturers greater flexibility.

GREEN BAY, Wis. — Aug. 4, 2026 — BW Converting announces expanded capabilities for its [W+D 449 E-Commerce Paper Mailer Machine](#), including a new optional five-inch gusset designed to give manufacturers greater flexibility in producing paper mailing bags for a broader range of e-commerce applications.

The expanded format capability arrives as retailers, fulfillment operations and packaging suppliers continue to evaluate lighter, right-sized alternatives to plastic shipping bags and corrugated boxes, particularly for smaller products. By adding an optional five-inch open gusset alongside the standard 3-1/8-inch open gusset, the W+D 449 can accommodate bulkier items while maintaining the weight, storage and handling advantages of a flexible paper mailer.

"The five-inch gusset significantly expands the range of products that can be shipped in a paper mailing bag, giving manufacturers more opportunities to address growing demand from e-commerce retailers and fulfillment providers," said Rachel Kerkhoff, Associate Product Line Manager, BW Converting. "At the same time, the W+D 449 provides the speed, automation and format flexibility manufacturers need to produce these mailers efficiently and at scale. With success across Europe, Asia-Pacific and North America, the W+D 449 continues to expand its footprint in the United States through additional installations."

Designed specifically for the complete production of e-commerce paper mailing bags, the W+D 449 converts paper from the roll into finished mailers in one integrated process. The system can produce up to 300 bags per minute, or 18,000 bags per hour, while reducing the production touches and separate processes traditionally required to manufacture full-featured paper mailers.

The W+D 449 can produce standard, gusseted and zero-waste mailing bag formats ranging from nine to 15 inches in width and 12 to 19 inches in height. The new five-inch gusset is available for both gusseted and zero-waste bag formats, giving manufacturers greater flexibility to match the mailer more closely to the size and shape of the product being shipped.

A paper roll unwinder and automatic splicer support uninterrupted high-speed production, while integrated scoring, cutting, gusset forming, folding and gluing sections complete the bag in a single pass. One- to four-color flexographic

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printing can also be incorporated to add branded graphics, instructions, promotional messaging and other printed content directly to the mailer.

The system applies two peel-and-seal strips and one tear strip inline, supporting convenient opening, sealing and product returns without additional production steps. A finger-lift feature simplifies sealing, while multiple tear-strip perforation options allow manufacturers to tailor the opening experience to individual customer requirements.

To help manufacturers manage shorter runs and a growing mix of bag formats, the W+D 449 includes presets for folding and cutting cylinders, independent cutting sections and saved job settings for faster repeat production. Nearly toolless changeovers and a limited number of format-size parts further reduce setup requirements, while a movable human-machine interface and open machine design give operators clear visibility and centralized control over the production process.

The system accommodates paper weights from 90 to 150 GSM, allowing manufacturers to select materials based on the protection, appearance and performance requirements of each application. Its ability to produce recyclable paper-based mailers also gives retailers and brands an alternative as they work to reduce plastic use, eliminate unnecessary packaging weight, and improve the consumer's delivery and return experience.

For more information about the W+D 449 E-Commerce Paper Mailer Machine, visit 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 \$4 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 (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 \$4 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*](#). To learn more, visit barrywehmiller.com.