

FOR IMMEDIATE RELEASE

For additional information, please contact:
Heidi Wenninger, Global Marketing Director
heidi.wenninger@bwpackaging.com

BW Flexible Systems unveils upgraded Hayssen R300 with OpView™ HMI

Award-winning interface simplifies operation and training, and offers greater flexibility for future needs



BW Flexible Systems' upgraded Hayssen R300 with OpView HMI includes several features that make it operator-friendly.

DUNCAN, S.C. — April 10, 2025 — [BW Flexible Systems](#), a global leader in flexible packaging solutions, has announced enhancements to its Hayssen R300 flow wrapper, which [originally launched](#) one year ago at PACK EXPO East. Now, the solution will come standard with BW Packaging's award-winning OpView™ human-machine interface (HMI), offering significant improvements to user training and operation, as well as providing baked goods producers with the flexibility necessary to adapt their equipment with their ever-evolving production needs.

"We're proud to hear all the positive feedback since the release of the Hayssen R300 last year," said Brantley Turner, Director of Product Management at BW Flexible Systems. "Its user-friendly design has allowed our customers to quickly and easily automate the packaging of their baked goods. And with the addition of OpView as the standard HMI for this product moving forward, we expect things to get even easier."

OpView, which [debuted at PACK EXPO International](#) in November, empowers bakeries to overcome some of their greatest operational challenges through simplified operation and troubleshooting, streamlined operator training and superior flexibility for future innovation. In 2024, the HMI was recognized for design excellence with its smart user interface (UI), earning two [iF Design Awards](#) in the prestigious global design competition that evaluates design excellence across many industries.

"What's special about OpView is that regardless of an operator's experience level, they can use its smartphone-like interface to easily set up, operate and troubleshoot the R300," said Joe Ambrose, Director of Digital Innovation at BW Packaging. "It's a highly valuable solution for operations where scarcity of experienced operators is an issue, which makes it a great fit for small and medium sized bakeries."

In addition to its HMI, the Hayssen R300 includes several features that optimize production. Automated adjustments and easy changeovers help maximize uptime and ensure smooth operation. The ultra-low roll height increases operator accessibility, making it easier for operators to load film rolls. Clear guards and an open design provide better visibility into the long seam unit for safe and timely troubleshooting. Furthermore, the adjustable folding box can suit a wide range of SKUs, making the R300 a versatile solution for growing businesses.

To learn more about the upgraded Hayssen R300 with OpView HMI, visit <https://go.bwflexiblesystems.com/en-us/bwhayssenr300-1-0-0>

BW Flexible Systems is one of three divisions — alongside BW Filling & Closing and BW Integrated Systems — which together comprise [BW Packaging](#), Barry-Wehmiller's packaging machinery group. With a global footprint spanning 25 countries, BW Packaging is distinguished by its commitment to the performance of its products, integration services, sustainable offerings and lifetime support for every solution.

BW Flexible Systems unveils upgraded Hayssen R300 with OpView™ HMI

April 10, 2025

Page 2 of 2

ABOUT BW FLEXIBLE SYSTEMS

[BW Flexible Systems](#) creates flexible packaging solutions for food and non-food products by bringing together some of the industry's most trusted and innovative brands, including Hayssen vertical form/fill/seal and horizontal flow wrap machines, SYMACH palletizers and Thiele bag filling and sealing machines. With eight locations throughout the United States, United Kingdom, Italy and the Netherlands, BW Flexible Systems offers unparalleled lifetime support to its customers globally. For more information, visit bwflexiblesystems.com.

ABOUT BARRY-WEHMILLER

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.