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BW Integrated Systems adds labeling to its packaging capabilities

Accraply and other BW Labeling brands become part of the BW Integrated Systems business



ROMEOVILLE, Ill. — Aug. 8, 2023 — In response to market demands for more comprehensive packaging solutions, two [BW Packaging](#) companies—Accraply and BW Integrated Systems—have combined into a single business called [BW Integrated Systems](#). The reorganized business strengthens the alignment of BW Packaging’s labeling, end-of-line and integration solutions.

LABELING END-OF-LINE INTEGRATION

“We are excited to create this combination within BW Packaging to deliver market-leading labeling, end-of-line and integration solutions,” said Pete Carlson, President of BW Integrated Systems. “Our combined teams will be better positioned to grow and innovate to meet the needs of our customers around the globe.”

In his role, Carlson will lead the strategic alignment of the company’s labeling, end-of-line and integration teams. Accraply leader Séamus Lafferty will assume the role of Executive Vice President of Labeling for BW Integrated Systems and will continue to drive the growth strategy for the labeling, converting and product-decoration offerings.

“Merging the talented teams of Accraply and BW Integrated Systems creates advantages of scale and reach that will deliver on a new level for our customers,” said Lafferty. “I am excited by the product line and operational synergies, but even more by the opportunities for the newly combined team to flourish in meeting the needs of our customers.”

As part of the BW Integrated Systems business, the Accraply team will now go to market as BW Labeling, emphasizing its complete line of labeling, converting and product-decoration solutions from its trusted brands, which include Accraply, Graham + Sleeveit, Harland, Stanford and Trine. In the coming months, the newly named BW Labeling team will gradually update marketing channels and collateral to reflect these changes.

Similarly, the existing BW Integrated Systems team will go to market as BW End-of-Line and BW Integration, with well-known, trusted equipment brands, which include Ambec, Fleetwood, Goldco, Nigrelli and SWF.

BW Integrated Systems is part of BW Packaging and works alongside the primary packaging businesses, including BW Flexible Systems, Pneumatic Scale Angelus and Synerlink.

ABOUT BW INTEGRATED SYSTEMS

BW Integrated Systems is an industry leader in the design, manufacture, and support of automated label application systems, converting and finishing equipment, end-of-line packaging equipment solutions, packaging automation and systems integration. With nine manufacturing facilities and more than 800 team members worldwide, BW Integrated Systems is a global partner for our customers and has installations in more than 50 countries worldwide. Our products and service network provide differentiated technology and technical support for manufacturing companies in various global market segments, including automotive, beer and beverage, wine, spirits, container manufacturing, food, household, personal care, dairy, paper, flexible packaging and pharmaceutical. BW Integrated Systems packaging professionals have decades of application experience in robotic solutions, packaging line design, integrated solutions, palletizers and depalletizers, automated can-end and product-handling equipment, case- and tray-packing, case- and tray-forming, advanced conveyance technology and controls, roll-fed and pressure-sensitive labeling, shrink sleeve applicators, converting, material handling and placers. For more about BW Integrated Systems, a Barry-Wehmiller Packaging company, go to bwintegratedsystems.com.

ABOUT BW PACKAGING

BW Packaging, [Barry-Wehmiller](#)’s global team of packaging professionals, develops purposeful packaging solutions that optimize customers’ processes, while delivering lifetime customer support. Comprised of five lines of business—end-of-line, flexible systems, integration, labeling and rigid systems—BW Packaging offers comprehensive packaging machinery and technology, including complete packaging lines. These lines of business are driven by four BW Packaging companies—BW Flexible Systems, BW Integrated Systems, Pneumatic Scale Angelus and Synerlink. To learn more, go to bwpackaging.com.