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BW Packaging to launch Perpetua at PACK EXPO 2026

New automation and integration offering brings deep manufacturing expertise to help customers create lasting value



ST. LOUIS — Oct. 15, 2026 — [BW Packaging](#) will introduce [Perpetua by BW Packaging](#) at PACK EXPO International 2026, bringing together its automation and integration expertise under a dedicated brand focused on helping manufacturers solve complex operational challenges and create enduring value across their operations.

“Manufacturers today are navigating constant change,” said Rachana Creeth, President, BW Packaging. “Technologies are advancing, production requirements are evolving, and business needs can shift faster than the lifecycle of the equipment and infrastructure supporting them. Creating enduring value requires solutions that not only address today’s production challenges, but build in the performance, flexibility and agility manufacturers need for what comes next.”

Across its portfolio, BW Packaging helps manufacturers expand their manufacturing capabilities with trusted equipment, full-line solutions, aftermarket support, deep customer partnership, and automation and integration. Together, these offerings help manufacturers get more from their operations today while building toward tomorrow.

In launching Perpetua by BW Packaging, its team will leverage that expertise spanning manufacturing, equipment, and automation and integration to work across technologies and systems to engineer solutions that perform today while creating greater adaptability for the future.

The Perpetua team can work to help companies:

- Increase production capacity to meet growing demand — from improving throughput to adding lines or expanding facilities.
- Add the production capabilities required for new products and formats or bring production in-house from co-packers.
- Replace aging or obsolete equipment while minimizing disruption and making the most of capital investments.
- Apply automation to increase productivity, address workforce constraints, and improve safety and consistency.
- Uncover and address opportunities to improve speed, productivity, reliability and overall operational performance.

“At BW Packaging, we believe our deep manufacturing expertise creates a lasting competitive advantage for our customers,” said Eric Collier, Chief Automation and Integration Officer, BW Packaging. “We don’t walk into an operation with an answer already in hand. We start by understanding what the customer needs their operation to accomplish — today and in the future — and then solve around that. That gives us the freedom to tackle difficult challenges, bring together the right capabilities and create solutions without limiting future possibilities.”

Perpetua by BW Packaging builds on more than 140 years of manufacturing experience across Barry-Wehmiller and the breadth of BW Packaging’s portfolio of trusted brands. Spanning a wide range of equipment, technologies, applications and

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production environments, that collective expertise gives the Perpetua team a deep understanding of how manufacturing operations work and the perspective to see challenges and opportunities across the operation, not just within an individual system.

Perpetua by BW Packaging takes an OEM-agnostic approach, giving its experts the freedom to work across equipment and technologies to identify and integrate the capabilities best suited to each manufacturer's operational and business needs.

"Manufacturers are making decisions today that need to create value in an environment that will continue to change," Creeth said. "That requires understanding more than the immediate technical need. It means understanding the operation, where the customer is trying to go and what they may ask of that operation next. The Perpetua team brings the manufacturing perspective and technical expertise to turn that vision into solutions that create enduring value."

The automation and integration capabilities of Perpetua by BW Packaging will be introduced alongside BW Packaging's other offerings at Booth S-2100 during PACK EXPO International 2026, taking place Oct. 18–21 in Chicago.

ABOUT BW PACKAGING

BW Packaging is a packaging machinery business offering a comprehensive range of filling, closing, labeling and end-of-line solutions, as well as the expertise to integrate them into complete packaging systems. Built on the expertise of many of the packaging industry's most trusted brands, BW Packaging provides customers with a single partner for the entire packaging line. Drawing on more than 140 years of packaging experience, BW Packaging is distinguished by its commitment to equipment performance, responsive service, sustainable offerings and lifetime aftermarket support for every solution. To learn more, visit bwpackaging.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 \$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*](#), available from all major booksellers. To learn more, visit barrywehmiller.com.