

BW Packaging Systems

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Michelle Bryson named Global Sustainable Packaging Leader for BW Packaging Systems *Packaging development expert to drive sustainable solutions within the business and with customers*



Michelle Bryson has been named the Global Sustainable Packaging Leader for BW Packaging Systems.

ST. LOUIS — Jan. 14, 2022 — BW Packaging Systems, the packaging equipment arm of Barry-Wehmiller, is pleased to announce the appointment of Michelle Bryson to the role of Global Sustainable Packaging Leader. Bryson will lead the development of a sustainability roadmap for BW Packaging Systems, and collaborate with team members and customers on several fronts, including the usage of responsible materials, recyclability, packaging design, waste, carbon footprint reduction and more.

Bryson brings more than 30 years of packaging development experience to Barry-Wehmiller. In her previous roles with Wells Enterprises and PepsiCo, she developed and supported the development of packaging innovation and sustainability roadmaps. Most recently, to help meet 2025 sustainability goals, she led PepsiCo's packaging team in an initiative to commercialize 100% recycled PET plastic (rPET) for the Tropicana flagship brand, Tropicana Essentials, as well as for Quaker Oat Beverage's bottles, incorporating floatable shrink-sleeve labels.

"Michelle's experience and passion for driving sustainable packaging initiatives complement our team's commitment to building a better world at BW," said Christi Emmenegger, Vice President of Strategic Marketing for BW Packaging Systems. "By helping us adopt more formal sustainability practices, Michelle will play an essential role in positioning our businesses and our customers' businesses to operate in support of the global sustainability imperative."

As Global Sustainable Packaging Leader, Bryson will collaborate with customers, packaging suppliers and industry associations to develop sustainable packaging strategies that drive toward cleaner manufacturing. She will also work closely with BW Packaging Systems' innovation teams to ensure that all future packaging solutions are developed with due consideration of local legislation, recycling streams, carbon emissions and other environmental priorities.

"I'm honored to be working with an organization that is so eager to drive sustainable change across the packaging industry," Bryson said. "The BW Packaging Systems team has already taken steps to lower its carbon footprint, and together, we will incorporate sustainable design principles that will create lasting, positive change for our customers, team members and the other lives that we touch with our packaging solutions."

BW Packaging Systems provides a broad range of proven packaging solutions by bringing together some of the industry's most trusted and innovative brands: Accraply, BW Flexible Systems, BW Integrated Systems, Pneumatic Scale Angelus and Synerlink. Collectively, BW Packaging Systems companies offer easy-to-use technology for primary packaging, material handling, secondary packaging, labeling and sleeving, and process and inspection, as well as complete packaging line integration.

ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of engineering consulting and manufacturing technology for the packaging, corrugating, sheeting and paper-converting industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a \$3 billion organization with nearly 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.

