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Associated Labels and Packaging installs Hudson-Sharp's Ares 400-SUP *Pouch machine will support growth into new markets, provide additional capacity*



Hudson-Sharp's Ares 400-SUP is compact, efficient and easy to operate.

GREEN BAY, Wis. — Sept. 8, 2020 — Bag-converting equipment manufacturer Hudson-Sharp—part of Paper Converting Machine Company (PCMC) and Barry-Wehmiller's converting equipment platform—is pleased to announce that [Associated Labels and Packaging](#) of Coquitlam, British Columbia, has successfully completed the installation of its Ares 400-SUP. This marks the first installation of Hudson-Sharp's newest pouch machine.

Providing quick changeovers, the [Ares 400-SUP](#) delivers recycle-ready structures with low scrap rates. Its compact, efficient and easy-to-operate features make it an innovative offering in the marketplace.

"We are extremely happy with our new Ares pouch machine," said Kyle Vleeming, Flexible Division Manager, Associated Labels and Packaging. "We chose to purchase an Ares because of its ability to tackle short runs and its recyclable SUP technology.

Hudson-Sharp's history with manufacturing machines that can run poly stand-up pouches with ease also was a deciding factor in our purchase."

"We had the opportunity to service an existing customer, who has firsthand experience with Hudson-Sharp and our machines' proven history of performance," said Harald Goeppert, Sales Executive, Hudson-Sharp. "We look forward to continuing a strong partnership with Associated Labels and Packaging."

ABOUT HUDSON-SHARP

Hudson-Sharp is a global leader in the designing and manufacturing of plastic-bag-making machinery, pouch-making equipment and reclosable-packaging solutions. With manufacturing and sales throughout the world, Hudson-Sharp has been providing the highest quality products and service for more than 100 years. Hudson-Sharp has been a part of the Barry-Wehmiller family since 2009, and in 2019, the company joined with Paper Converting Machine Company (PCMC) and Barry-Wehmiller's converting equipment platform. To learn more, go to pcmc.com.

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.