



FOR IMMEDIATE RELEASE

For additional information, please contact:
Moroni Mills, Marketing Communications Specialist
moroni.mills@hudsonsharp.com

975 Lombardi Ave.
Green Bay, WI 54304 USA

t. +1 (920) 494-4571
f. +1 (920) 496-1322
hudsonsharp.com

Hudson-Sharp innovation takes center stage at Pack Expo

GREEN BAY, Wis. — Sept. 6, 2016 —When a world leader in beauty needed a solution for a new product, Hudson-Sharp didn't bat an eyelash.



Attendees of Pack Expo 2016, Nov. 6-9 in Chicago, Illinois, will learn about a collaborative effort between Hudson-Sharp Machine Company, L'Oreal and Exothermix that brought a self-contained heating solution idea from L'Oreal to market. Representatives from Hudson-Sharp, L'Oreal, and Exothermix will present the case study on the Pack Expo Innovation Stage in booth #N-4580 at 12 p.m. on Wednesday, Nov. 9th.

Along with this presentation, Hudson-Sharp, a [Thiele Technologies](http://ThieleTechnologies.com) company and part of [BW Packaging Solutions](http://BWPackagingSolutions.com), will showcase its Pouch Machine Technology at the [Barry-Wehmiller](http://Barry-Wehmiller.com) booth #S-2100.

In conjunction with fellow BW Packaging Solutions company [Hayssen Flexible Systems](http://HayssenFlexibleSystems.com), Hudson-Sharp plans to feature its EZ-Stand, from Innoflex, which provides the latest method for producing stand-up pouches (pictured, right,) enabling traditional VFFS pouches to stand up. Innoflex, the creator of Inno-Lok® and Pour & Lok™, has developed new technology that pre-applies a bottom gusset to the film, which is then rolled up for later processing on a VFFS machine to create a stand-up pouch with only minor modifications to the sealing jaws.



BW Packaging Solutions encompasses a number of Barry-Wehmiller businesses – Accraply, BW Container Systems, Design Group, Hayssen Flexible Systems, Paper Converting Machine Company, PneumaticScaleAngelus, Synerlink and Thiele Technologies. Through their collective capabilities, BW Packaging Solutions companies can provide a single piece of equipment to fully-integrated, custom packaging lines for a wide range of industries, including: food and beverage, personal care, container manufacturing, pharmaceutical and medical devices, household products, paper products and textiles, industrial and automotive, and converting, printing and publishing.

Also during Pack Expo 2016 in booth S-2100, BW Packaging Solutions will host a “Packaging Challenge” forum and special appearances by Barry-Wehmiller CEO Bob Chapman, who recently released his Wall Street Journal bestseller, *Everybody Matters: The Extraordinary Power of Caring For Your People Like Family*. For a detailed schedule of events, go to bwpackagingsolutions.com.

For additional information on the complete line of Hudson-Sharp Wicketers, Pouch, Flatbelts, Bottomseal, Continuous Motion, and Inno-Lok® pre-applied closure film systems, visit www.hudsonsharp.com or contact sales at sales@hudsonsharp.com.

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ABOUT HUDSON-SHARP

Hudson-Sharp, a Thiele Technologies Company, is a world-wide 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 over 100 years.

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 \$2+ billion organization with 11,000-plus 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 new book, [*Everybody Matters: The Extraordinary Power of Caring for Your People Like Family*](#). To learn more, go to barrywehmiller.com.