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## FOR IMMEDIATE RELEASE

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## Hudson-Sharp adds dual-registration capability to Ares 400-SUP pouch machine for SunDance *New technology allows printer to produce pouch packaging with absolute front-to-back registration*

GREEN BAY, Wis. — July 13, 2022 — Hudson-Sharp, part of Barry-Wehmiller’s Converting Solutions platform, recently partnered with SunDance, headquartered in Orlando, Florida, to upgrade the functionality of the printer’s newest [Ares 400-SUP pouch machine](#) to provide perfect registration from the front to the back of pouches, while running separate films for each.

“SunDance purchased a Hudson-Sharp Ares 400-SUP pouch machine with inserted gusset capabilities,” said Thomas Evans, Sales Executive, Hudson-Sharp. “Our customer asked for the capability of dual registration, along with the ability to use two different substrates of varying thickness for the front and back of the pouch. I’m thrilled to say we were able to deliver.”

This advanced technology allows Hudson-Sharp’s Ares 400-SUP machine to produce inserted gusset pouches using a variety of substrates for front and back webs, making it an incredibly versatile pouch-making machine.

“With the Ares 400-SUP and the new dual-registration technology, we instantly have expanded our pouch capabilities,” said JohnHenry Ruggieri, President, SunDance. “We now have the ability to run multiple combinations of pouches utilizing up to three different films, so feasibly, you could have a clear front, metallic back and a paper bottom, all while staying in perfect register from front to back.”

“This technology is the result of a true partnership between Hudson-Sharp and our customer,” said Scott Romenesko, Director of Sales-Americas, Hudson-Sharp. “SunDance is an innovative print solutions company with a state-of-the-art manufacturing facility. We’re proud to have been a partner on the dual-registration project. We worked together to successfully find a solution to meet the need for more flexibility.”

“The Ares 400-SUP is a great addition to our company’s growing pouch production,” added Ruggieri. “With this machine, small but growing brands will be able to take advantage of stand-up pouches to better market their product.”

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### ABOUT HUDSON-SHARP

Hudson-Sharp, part of BW Converting Solutions, a strategic alliance of resources and services comprised of five industry-leading brands, is a global leader in the design and manufacture of plastic-bag-making equipment, pouch-making equipment and reclosable solutions. With more than 100 years of experience, Hudson-Sharp sets the standard for high-performance equipment, including wicketers and stand-up pouch machines, as well as industry-leading technology and innovation, as demonstrated by our revolutionary Inno-Lok® and Pour & Lok™ pre-applied closure products. To learn more, go to [HUDSONSHARP.COM](http://HUDSONSHARP.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](http://BARRYWEHMILLER.COM).

