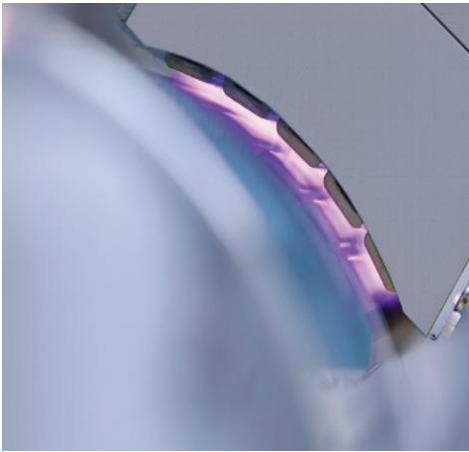


FOR IMMEDIATE RELEASE

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BW Converting expands sales and service support for Baldwin Corona SlimLine and Corona Pure in North America

Advanced technology redefines productivity and quality in surface treatment



GREEN BAY, Wis. — March 5, 2025 — [BW Converting](#) is beginning the new year with an expanded focus on the sales and service of its Baldwin SlimLine and Corona Pure technologies, designed to optimize printing, coating and packaging processes for North American printers and converters. This initiative underscores BW Converting's commitment to delivering advanced surface treatment solutions to improve productivity, efficiency and quality on the production floor.

The Baldwin Corona SlimLine system provides efficient technology to increase the surface tension of plastic film in narrow web applications, ensuring superior production outcomes by maintaining optimal coating adhesiveness. Its user-friendly design features a swap cartridge for easy electrode replacement, precise electrode gap settings and optimized airflow to prevent debris accumulation, simplifying maintenance and enhancing operational performance.

The Baldwin Corona Pure system, enhances adhesion for inks, coatings and laminates on a wide range of materials, including polymers, films and foils.

The Baldwin Corona Pure system, a leader in surface treatment technology, enhances adhesion for inks, coatings and laminates on a wide range of materials, including polymers, films and foils. It features a unique swiveling electrode system for rapid

accessibility, removable electrode covers for convenient cleaning, and effective electrode cooling for extended service life, making it a versatile and reliable solution for a wide range of packaging applications.

“Corona Pure and Corona SlimLine offer unmatched capabilities for flexible and narrow web applications,” said Dennis Behnisch, Baldwin Product Line Leader, Surface Treatment, Cleaning and Spray at BW Converting. “As we channel more resources into the North American market, our focus is on building stronger end-user relationships, improving service capacity and ensuring that customers can achieve optimal performance with our systems. This marks an important step in our strategy to expand our presence and better serve this critical region.”

The strategic initiative complements BW Converting's efforts to realign its sales teams globally, ensuring customers have streamlined access to a comprehensive portfolio of process-improvement technologies.

Additionally, BW Converting continues to lead the way with developments like the Electrode Press Industrial Cleaning (EPIC) System, the world's first in-line cleaner for advanced battery foil production. This innovation demonstrates BW Converting's dedication to pioneering solutions that set new industry standards for efficiency, safety and quality.

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“By bolstering the availability and support for our Corona SlimLine and Corona Pure product offering, BW Converting is empowering North American customers to achieve higher production standards and operational excellence,” said Behnisch. “This initiative reflects our commitment to providing solutions that address the evolving needs of our customers.”

To learn more about BW Converting’s expanded capabilities or to explore Baldwin advanced process-improvement technologies, visit bwconverting.com.



The Baldwin Corona SlimLine system provides efficient technology to increase the surface tension of plastic film in narrow web applications.

ABOUT BW CONVERTING

From paper to plastic, ink to textile, products to packaging, BW Converting changes things for the better. We innovate, design, manufacture and service precision machinery that unlocks manufacturing opportunities in tissue, hygiene, print, packaging, mailing, textiles and other high-performance industrial applications. By unifying our product brands — Paper Converting Machine Company (PCMC), Winkler + Dünnebier (W+D), Baldwin Technology Co., Hudson-Sharp, STAX Technologies and Northern Engraving and Machine — under one global organization as part of the \$3.6 billion Barry-Wehmiller organization, we help maximize global industry potential today and tomorrow. To learn more, go to bwconverting.com.

ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of highly engineered capital equipment and consulting services for a wide variety of industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a \$3.6 billion organization with more than 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.