

FOR IMMEDIATE RELEASE

For additional information, please contact:
Dalma Ricci, *Global Strategic Marketing Leader*
dalma.ricci@bwconverting.com

BW Converting introduces the Winkler+Dünnebier (W+D) BB816+ mail inserter at Hunkeler Innovation Days



BW Converting debuts its W+D BB816+ mail inserter at Hunkeler Innovation Days.

GREEN BAY, Wis. — Feb. 21, 2025 — Under its Winkler+Dünnebier (W+D) brand, [BW Converting](#), a leader in envelope converting, printing and inserting technology for 112 years, announces the launch of the BB816+ high-performance mail inserter. This new addition to the 800 series platform of servo-driven, easier-to-operate mail inserters is built for direct mail, transactional mail and specialized applications such as vote by mail, offering the highest levels of integrity and adaptability for customized solutions.

The BB816+ is the next-generation successor to the widely trusted BB700 mail-inserting workhorse, with hundreds of units installed worldwide. The BB816+ introduces advancements in ease of use, speed of changeover, mail product control and automation, further solidifying BW Converting and its W+D brand as an innovator with unparalleled knowledge of the performance characteristics of the envelope.

The BB816+ is a future-proof inserting investment due to the new 800 series platform's modular scalability capabilities. The BB816+ can be configured to smaller floor spaces and expanded for changing market demands. It also offers interchangeability with BW Converting's flagship inserter, the W+D BB820+, a 20,000 piece per hour machine model.

The BB816+ operates at up to 16,000 pieces per hour across the widest format range of any high-performance inserter, including envelope sizes from US #7 (3 ¾ inches by 6 ½ inches) up to 10 inches by 13 inches (C6 up to B4). This highly flexible system can handle product thicknesses up to 6/10 inch (15 millimeters).

Key innovations include a dual lug chain for enhanced product control at high speeds, an upgraded insertion module with an optimized insert pusher assembly, advanced envelope feeder and size-dependent linear speed control to ensure seamless operation across varying envelope dimensions. The system also features BW Converting's patented W+D Auto Mismatch Recovery Technology, the unique solution to handle multiple personalized products with limited or no operator intervention. The BB816+'s robust design, a W+D brand hallmark, allows inserting of express or cardboard envelopes (FedEx, DHL, UPS, USPS, etc.) as well as USPS TED-C envelopes.

BW Converting equipped the BB816+ with a BSC4.0 human-machine interface (HMI), featuring an intuitive wide-screen interface with onboard operator support and EasySet for rapid job changeovers. Online operator support boosts ease of use, quick make-ready and error recovery, making it ideal for less skilled or newly-trained operators. Enhanced periphery

BW Converting introduces the Winkler+Dünnebier (W+D) BB816+ mail inserter at Hunkeler Innovation Days

Feb. 21, 2025

Page 2 of 2

options, including SL2 mobile autoloaders and OC4 vertical stacker with PT4 Tray Assist, provide further automation to maximize efficiency and throughput.

“With the development of the BB800 family, BW Converting is reacting to the changes in the mailing markets,” said Eric Royal, Director of Sales - Mail, BW Converting. “The BB800 platform with the BB820, BB820+ and now with the BB816+, enables us to now compete down-market with a smaller footprint, new high-speed input options and new 4-color inkjet solutions while offering speed, intelligence and user-friendliness with newly introduced automation. One BB816+ inserter will do more types of work and work that other inserters can’t do. We are confident that one new BB816+ will replace two to three Flowmaster inserters or three to four swing arm inserters; capabilities now allow a new economic business model for mailers. Moving forward, it’s about doing more with less for mailers.”

The first BB816+ machines ordered will start delivering in February 2025.

BW Converting invites attendees of Hunkeler Innovation Days, to be held February 24 to 27 in Lucerne, Switzerland, to learn more at booth #B3, where product experts will share its industry-leading capabilities and discuss its features in detail. You can also request information on the new BB816+ by emailing inserting@wdnorthamerica.com.

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.