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## FOR IMMEDIATE RELEASE

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## Baldwin realigns sales teams to simplify customers' access to process-improvement and consumables technologies

### *Changes designed to optimize service for printing and packaging industries*

ST. LOUIS — Sept. 27, 2021 — In a move to optimize interactions and simplify customer access to the printing industry's largest portfolio of process-improvement and consumables technologies, Baldwin Technology Company Inc. is excited to announce changes across its print and packaging sales teams for Europe, the Middle East, Africa and Russia, as well as the Americas, effective October 1. After this realignment, customers will benefit from having a single point of contact for all of Baldwin's product lines.

"We have listened to customers' feedback, and the consistent message we hear is that they crave a single point of contact for our product portfolio and expertise," said Peter Hultberg, Baldwin's Chief Commercial Officer. "Our prior structure was built around our product lines, which made sense following the acquisitions we have made in the last five years, whereas our new structure is built for and around our customers, allowing us to get closer to their daily challenges and needs."

Through its strategic acquisitions, Baldwin offers the broadest range of connected process-improvement technology for the printing and packaging industries, in addition to being the premier global provider of cleaning, drying and spray automation systems. [Baldwin Vision Systems'](#) Web Printing Controls, QuadTech and PC Industries offer 100 percent defect-detection, and register- and color-control solutions; [AMS Spectral UV](#) provides LED, UV and IR systems; and [Ahlbrandt](#) manufactures corona surface treatment, rotary spray solutions and hot air-drying technology.

"Effective October 1, our sales teams in EMEAR and the Americas will be realigned to cover smaller regional geographies, and our regional teams will have access to the full Baldwin portfolio of equipment, consumables and service products, as well as industry product expertise, powered by our new Industry 4.0 [AMP IoT \(Internet of Things\)](#) data-aggregation and process-monitoring software platform," added Hultberg. "This means our customers will have a single sales point of contact for all products, while simplifying their access to the technical experts throughout our business."

"Through these changes, we will be able to spend more time with our customers, better understand their changing needs and share our solutions, as we help provide value across their entire production process," said Craig Black, who joined Baldwin in February this year, and will help lead the company's realigned sales teams in his role as the Vice President of Sales, Americas. "From vision inspection, to LED-UV curing and blanket cleaning systems, Baldwin offers multiple solutions to help drive increased productivity and quality, decreased downtime and waste, and ultimately, help our customers win more business and be more profitable, while reducing their carbon footprint. Now is a great time to connect with us and see how we can collaborate."

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#### ABOUT BALDWIN TECHNOLOGY COMPANY INC.

Baldwin Technology Company Inc. is a leading global manufacturer and supplier of innovative process-automation equipment, parts, service and consumables for the printing, packaging, textile, plastic film extrusion and corrugated industries. As a total solutions provider, Baldwin offers our customers a broad range of market-leading technologies, with a focus on improving the economic and environmental efficiency of production processes. Through a global footprint of 21 company-owned locations and an extensive network of partners, our customers are supported globally, regionally and locally by dedicated sales and service team members who add value by forming long-term relationships. Baldwin is privately owned by BW Forsyth Partners, a Barry-Wehmiller company. For more, visit [baldwintech.com](http://baldwintech.com).

#### ABOUT BW FORSYTH PARTNERS

BW Forsyth Partners is the investment arm of multibillion-dollar global manufacturing and engineering consulting firm [Barry-Wehmiller](#). Established in 2009, BW Forsyth Partners blends Barry-Wehmiller's unparalleled legacy of value creation and people-centric culture development with keen investing experience to help companies realize their true potential. With a focus limited to areas known well, BW Forsyth Partners seeks to partner with leadership teams to acquire small- to middle-market companies in the capital and component equipment, and professional services sectors. In each of our operating companies, BW Forsyth Partners deploys operational improvements and strategy development without compromising the autonomy, strategic vision and entrepreneurial spirit of their leadership teams. For more information, visit [bwforssyth.com](http://bwforssyth.com).

