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BW Converting launches e-learning platform for enhanced customer training

New online training solution complements on-site training, offers flexible learning options and helps customers manage workforce challenges



The new online resource provides BW Converting customers flexibility and supports operational efficiency.

GREEN BAY, Wis. — November 21, 2024 — [BW Converting](#) has launched an e-learning platform aimed at transforming customer training across its entire brand portfolio. Designed to provide flexibility and support operational efficiency, this online resource allows customers to access detailed machine overview courses, enhancing on-site training and enabling easier adaptation to workforce changes.

The platform spans all BW Converting brands, including Paper Converting Machine Company (PCMC), Hudson-Sharp, Winkler + Dünnebier (W+D), Baldwin Technology Company, STAX Technologies and Northern Engraving and Machine. Initially focusing on popular equipment from BW Converting’s PCMC tissue and print offerings and their Hudson-Sharp brand bag converting portfolio, the platform will expand to encompass the full range of brands and products in the near future.

This launch marks a significant investment in helping BW Converting customers achieve greater productivity and operational efficiency. The e-learning platform offers flexible, on-demand training options that supplement on-site instruction, equipping employees with foundational knowledge while addressing challenges like employee turnover and onboarding.

Key benefits of the platform include the flexibility for employees to learn at their own pace, the ability to maintain productivity despite staff turnover and the chance to reduce on-site training downtime. With versatile purchasing options, including a la carte courses, subscription plans and real-time payment via credit card, the platform also integrates seamlessly into broader training and service programs. For customers with unique needs, BW Converting’s training team can create tailored e-learning content specific to their equipment and requirements.

“This digital solution allows customers to save on costs related to extended on-site training, minimize production interruptions and access a consistent knowledge base for improved workforce competency,” said Scott Kupsky, Technical Training Leader at BW Converting. “By streamlining training processes and offering custom content, BW Converting is setting a new benchmark in customer education within the converting and packaging industry.”

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BW Converting encourages customers to explore this resource to better manage training, whether for new hire onboarding, refreshing existing staff knowledge or enhancing on-site training. Customers can contact their BW Converting sales or service representative, email the training team at training@bwconverting.com or visit <https://bwconverting.ispringmarket.com> to explore purchasing options and discuss custom solutions.

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.