

FOR IMMEDIATE RELEASE

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BW Converting to showcase sustainable finishing innovations at Tectextil North America

Delivering chemistry, water and energy savings with TexCoat™ G4 precision spray technology



BW Converting's Baldwin TexCoat G4 applies chemistry with pinpoint accuracy — on one or both sides of the fabric — with no contamination, overspray or dilution.

GREEN BAY, Wis. – April 30, 2025 – Under its Baldwin brand, [BW Converting](#) will partner with [Fi-Tech, Inc.](#) at Tectextil North America to demonstrate its [TexCoat™ G4 precision spray finishing system](#), an advanced, sustainable solution designed to reduce chemical waste, minimize water usage and cut energy consumption in textile manufacturing.

Held May 6-8 in Atlanta, Tectextil North America is the premier event for technical textiles and nonwovens in the United States. BW Converting will be present in the Fi-Tech booth A3207 to connect with textile professionals seeking to streamline operations while improving finishing quality and sustainability outcomes.

“We’re excited to bring the TexCoat G4 system to a North American audience alongside our valued partner Fi-Tech,” said Rick Stanford, Vice President of Global Business Development, Textiles, BW Converting. “This non-contact precision spray technology helps mills and finishers meet both environmental and performance goals by eliminating chemistry waste and enabling faster, more consistent production.”

The TexCoat G4 applies chemistry with pinpoint accuracy — on one or both sides of the fabric — with no contamination, overspray or dilution. By eliminating pad baths and reducing the frequency of changeovers, the system significantly improves operational efficiency.

Also featured at Tectextil North America will be BW Converting's Baldwin [Plasma Pure surface modification technology](#). Plasma Pure boosts adhesion and uptake in dyeing, coating and laminating processes by optimizing surface energy at the molecular level, without the need for added chemicals.

To learn more about Baldwin's textile solutions and BW Converting's full portfolio, visit bwconverting.com or stop by the Fi-Tech booth A3207 at Tectextil North America 2025.

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),

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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](https://www.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](https://www.barrywehmiller.com).