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Baldwin's new Unlocking Potential podcast explores printing and industrial process automation trends

Episodes feature company experts who discuss applications, ideas and innovations

ST. LOUIS — March 29, 2021 — Baldwin Technology Company Inc. has launched [Unlocking Potential](#), a new podcast series that covers the latest trends, innovations and technologies in key industries—from packaging and converting, to security printing, textile production, film extrusion and more.

The first episode debuted February 1, and it shares the history and evolution of Baldwin, which recently marked 100 years of innovation. Episode 2 features a conversation with Baldwin experts about security printing advancements.

“We are excited to introduce this opportunity to share ideas, insights and educational content with customers, partners and associates around the world,” said Baldwin’s Chief Marketing and IoT Officer Steve Metcalf, who joined Chief Commercial Officer and longtime Baldwin team member Peter Hultberg on the inaugural episode. “In a time when traditional trade shows and conferences are being reimagined, podcasting provides a familiar platform for us to be conversational again.”

Future episodes will delve into the latest in curing technology for specialized manufacturing applications, the transformation of cleaning processes and consumables for printing, and other topics, as markets and industries continue to evolve.

To listen and subscribe to Unlocking Potential, search “Baldwin Technology” via any podcast player.

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.

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 bwforsyth.com.



UNLOCKING POTENTIAL

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