

Conversions

W&H Expands in Rhode Island!

You might have heard by now - W&H is expanding! We are growing our facility and our team, making a significant investment to serve our North American customers better than ever. Now that we are several months into the project, progress is really taking shape.

The first phase is to **double the size of our warehouse**, adding 12,000 square feet to store and process spare parts inventory. This expansion means we will be able to stock more parts, ensuring even faster service. Here is a tidbit: nearly **70% of all spare parts orders are shipped directly from this warehouse in Rhode Island**. With this upgrade, we are set to make those numbers even better. The warehouse expansion is ahead of schedule and will be completed in early February.

Next up is our new 5,600-square-foot office building, designed to support our growing team. It will include a mix of spaces for collaboration and focused work, ready to open by late spring. The final phase is the renovation of our current 8,400-square-foot office space, scheduled to be done by the end of 2025.



Rendering of the W&H North American Headquarters in Lincoln, Rhode Island

Sustainability remains a core focus throughout the project. We are adding photovoltaic panels to power nearly all our electricity needs, including the HVAC system in the office spaces, and installing EV charging stations for electric vehicles.

This expansion reflects our commitment to always improving how we serve you, our North American customers. We are excited to make these upgrades and to keep delivering the top-tier service and support you expect from W&H!

Scan the QR code below on the left for progress through December 2024 and stay tuned for more updates!

Investing in the Future
Yours and Ours



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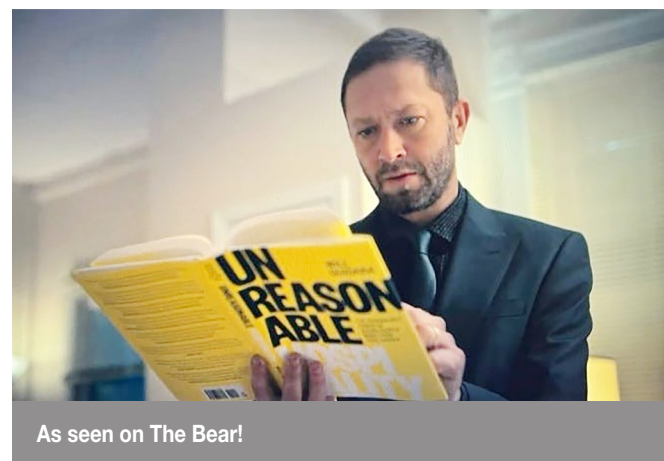
President's Corner

Unreasonable Hospitality and a Suggestion Box

Unreasonable Hospitality by Will Guidara. This is a MUST READ for anyone in the service/hospitality industries, but really should be a guide for anyone who provides service in any shape or form. What could make hospitality unreasonable?? Such an interesting question and one that not only has multiple answers, but also generates multiple emotions.

I suppose that it's offering something that is not being asked for specifically, going the extra mile to provide what ANYONE would appreciate, but never expect? Unreasonable hospitality is going beyond even what the customers can expect or imagine. When it is done right, and for the right reasons, it is effortless.

As citizens and consumers, we all have expectations of stores, restaurants, plumbers, cell phone providers, some of which are compensated directly for their service (waiters/waitresses and tend to be a bit more responsive) and some who seem to



As seen on The Bear!

care very little about the service they give (Department of Motor Vehicles and other bureaucratic organizations).

Expectations vary, but the emotional response to excellent service is instantaneous and hugely rewarding. Most Americans would refuse to return to a restaurant with awful service, regardless of how good the food was, whereas many other places around the world focus entirely on the food, accepting mediocre to bad service.

What is service and what makes it good? It is not giving away something for free, but rather anticipating and caring about our partner's needs. What is the RIGHT thing to do in any given situation?



Andrew Wheeler

The Golden Rule has always been interpreted as "treat others as you would like to be treated" but it really should be "treat others how THEY would like to be treated". One's tendency is to skip this step and split the difference, rather than truly figuring out the cause of the problem and coming up with a fair solution.

W&H's commitment to outstanding service, as well as to the North American market is unmatched, even by domestic suppliers. With a full staff of 24/7 parts and diagnostic service support, we are now doubling our warehouse to serve our market even better. Bolstering our 30 domestic service techs with a pool of 350 techs worldwide, we have over 100 traveling to the US/Canada in any given year, troubleshooting, installing and supporting.

Employing free-of-charge process expertise is just another example of the massive commitment that we have made to our service organization. Why is it that some companies take such a short-sighted view of service? I remember a customer telling me once, after I asked about a European competitor's ability to service their machines after start up, that the price of the machine was more important and "service is a given".

REALLY??? Looking at the effort and expense that W&H puts into supporting our North American customers, I don't see any such thing from our competitors.

Story continued on page 3

President's Corner

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Suggestions? Just climb the tree!

Of course, it is expensive to trend and stock parts, and to train and retain qualified technicians. It is a service organization, not a sales organization, that ensures repeated business, as well as intense loyalty to our brand.

A great sales team will generate leads, establish relationships and get that first sale.

It is the quality of the process, the machinery, the follow-through and the SERVICE that will get the next order and the next.

While playing golf in Scotland this year, I noticed a box on a tree, approximately 20 feet off the ground. I took the attached picture in order to see what I was looking at. SUGGESTION Box!! Hilarious and entirely inaccessible, it meant one of two things: This golf course is so perfect that no suggestions for improvements could possibly be given OR, they were going through the motions of an enlightened service organization, with NO intention of ever looking in the box or doing anything to improve it.

W&H is always the most expensive supplier out there. We have never gotten an order based on price and probably never will, and yet we retain and build our market share due to our outstanding technology and our unwavering commitment to unreasonable hospitality.

Flexo Meets Digital

It's official! W&H to launch hybrid press in 2026!

After years of R&D, W&H has a developed a concept for a hybrid flexo/digital printing press for flexible packaging, that we presented to visitors at our in-house Expo in Lengerich last spring.

The press has a central-cylinder design and delivers exceptional accuracy on diverse substrates, meeting the market's stringent quality and sustainability demands. With up to 7 inkjet and 4 flexo units, it offers versatile applications, photorealistic 1,200 dpi resolution, and speeds of up to 150 m/min—all using water-based inks. By prioritizing excellence over speed to market, W&H is delivering a scalable, industry-ready press without compromise.



Brilliant colors and image printed on the hybrid press

Innotex Packaging Solutions

5-layer OPTIMEX II for new customer Summit Films

Summit Films, the films division of Innotex Packaging Solutions formerly known as Summit Plastics, is expanding its blown film production capacity with the acquisition of a 5-layer OPTIMEX II blown film extrusion line. This investment highlights the company's commitment to enhancing production capabilities, supporting customers, and preparing for future growth.

"We are excited to add the 5-layer W&H line, building on our existing capabilities and furthering integration within our films and converting sites," said Joe Piccione, CEO of Innotex Packaging Solutions.

Jack Shields, President of Summit Films, emphasized the strategic importance of the investment. "This is a pivotal moment for our business as we invest in tools and technologies that will allow us to continue delivering on our unwavering promise of unparalleled service to our customers. That is the core of who we are. The OPTIMEX II will provide the adaptability needed to meet the evolving demands of our customers and expand into the growing value-added films markets."

The new line features advanced technology designed to optimize production and reduce costs associated with resin and labor—critical factors in today's dynamic manufacturing environment. Shields noted, "The technology on this line positions us to navigate industry challenges with greater efficiency and precision."

The acquisition also marks the start of a new partnership between Summit Films and W&H. Andrew Wheeler, President of Windmüller & Hölscher Corporation in North America, expressed his enthusiasm:



OPTIMEX II blown film line

"We are thrilled to work closely with Summit and support them in achieving their goals with our state-of-the-art machinery."

The 5-layer OPTIMEX II, featuring a 2,200 mm working width, comes equipped with the RUBY GO IoT system, FILMATIC O II winder, and TurboStart assistance system for automated line stops and startups. The new line will be installed at Summit's facility in Summit, MS, and is expected to be operational by Q1 2025.

<https://summitfilms.com/>



Your partner for blown and cast MDO



7-layer VAREX II for Malpack

Blown film with PIB Injection function for excellent agricultural film properties

Canada-based Malpack, a division of Trioworld, has invested in a 7-layer VAREX II blown film line for agricultural film production, positioning itself to set a new industry standard.

The new VAREX II will enable Malpack to produce high-performance agricultural and stretch hooder films that meet the stringent demands of modern applications, enhancing strength, durability, and precision for optimal film performance. Two features of this line are the PIB injection function and the FILMATIC II N winder, which ensures excellent quality roll production with minimal manual intervention through automated loading, and off-loading.

"We are excited to collaborate with W&H and introduce this state-of-the-art production line," said Ricardo Cardoso, CEO of Malpack, president of Trioworld North America. "This expansion not only enhances our manufacturing capabilities but also reinforces our commitment to delivering industry-leading products."

"W&H and Malpack have enjoyed a long-standing partnership, and we are excited to support their next phase of product development in North America. W&H designed the 7-layer to achieve the highest standards in film production, and we are proud to see it applied by Malpack," said Andrew Wheeler, President of W&H in North America.

"As we unveil this new production line and advance our Loop initiative for using a minimum of 30% PCR, we are not only enhancing our technological capabilities but also reinforcing our commitment to sustainability," added Ricardo. "We are



Kroekenstoel Family from Port Perry, ON using Trioworld Charity Bale Wrap

dedicated to creating a closed-loop system that minimizes waste and extends the lifecycle of the materials that are used in our products, contributing to a more sustainable future for the industry."

www.malpack.ca

Understanding Extended Producer Responsibility

Five U.S. states have passed Extended Producer Responsibility (EPR) laws for packaging, with some taking effect in 2025, and many other states are discussing similar legislation. Understanding EPR and the role of Producer Responsibility Organizations (PROs) in managing packaging waste can take time. This informative video from the Flexible Packaging Association's Emerging Leadership Council offers a helpful explanation.

Basics of Extended Producer Responsibility

A Path Toward Circularity for Flexible Packaging



VISTAFLEX II for Bema Incorporated

Illinois-based Bema Inc. has installed a new VISTAFLEX II flexographic press. This strategic investment demonstrates the company's commitment to customer service and innovation. The press will dramatically reduce make-ready times, streamline operations through robotic interfaces, and enhance the company's ability to manage diverse job sizes efficiently.

Bema and W&H have been partners since 2007, when they purchased their first press, a PRIMAFLEX. Since then, they have continued to invest in W&H technology, which also includes a MIRAFLEX II and blown film lines for their sister company, Elite Extrusion Technology.

"This investment aligns perfectly with our core business philosophy of exceptional responsiveness and adaptability," said Glen Galloway, President at Galloway Consolidated Holdings. "We are known for our ability to handle high-quality small to medium sized jobs. The VISTAFLEX II's advanced features, like fast makeready times and robotic interfaces, will further enhance our capabilities."

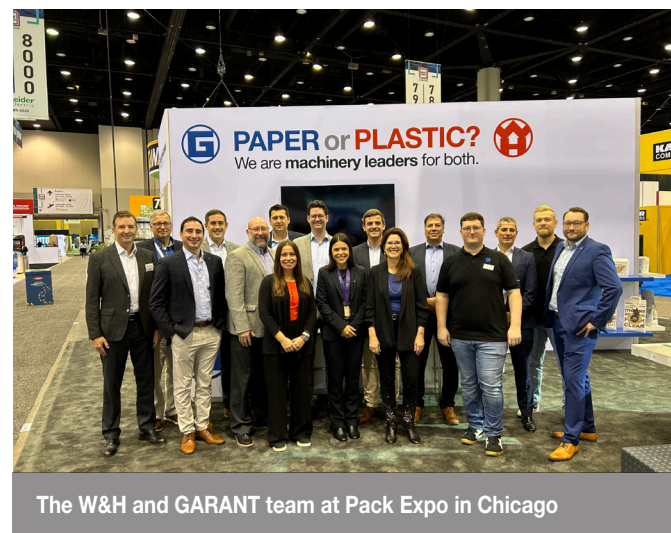


Bema's Glen Galloway speaking at the W&H in-house EXPO.

To learn more about why Bema chose the VISTAFLEX II and their vision for the future, scan the QR code to watch an exclusive interview with Glen Galloway.

Pack Expo International 2024

Paper or Plastic? W&H and GARANT exhibit together



The W&H and GARANT team at Pack Expo in Chicago

Pack Expo International in Chicago broke attendance records with a massive 78,000 attendees this past November.

W&H and GARANT proudly exhibited together, delivering our "Paper or Plastic" message and showcasing leadership in machinery for both materials.

Live demonstrations of the MATADOR NG from GARANT, producing paper bakery bags, drew significant interest and kept our booth buzzing throughout all four days—even during the traditionally quieter opening and final days.

People in the News

We promised you growth, and we're delivering. Over the past few months, we've welcomed some amazing new talent while transitioning key team members into different roles. Come meet the newest faces of our growing family.

ACCOUNTING



Kathy Reall

Kathy joined our accounting team where she is responsible for accounts receivable. She has over 20 years of AP and AR experience at companies such as Marrinan & Associates and FM Global. Kathy holds an A.S. in

Accounting with secondary studies in law from Johnson & Wales University.

INFORMATION TECHNOLOGY



Mike Alessandro

Mike joins us as IT Manager, bringing nearly three decades of diverse technology experience to his new role. His career spans IT and network administration roles at major corporations including Staples and Lockheed Martin. Mike holds a B.A. in Information Technology.

SALES - PRESSES



Jason Cagle

Jason Cagle joins W&H as Director of Sales, overseeing press sales for Canada, and the Midwest and Central U.S. regions. A Clemson University graduate with a B.S. in Graphic Communications, Jason comes to us

from MacDermid Graphic Solutions, where he spent eight years ending as the Director of Sales for North America. His extensive industry connections have enabled a smooth transition to our team.

SERVICE - ACCOUNTING



William Urizar

William Urizar joins W&H in Service Accounting for printing. He brings with him financial expertise, including as an accounting specialist at Dorcas International Institute. His background includes loan processing at

RI Housing and Embrace Home Loans. William studied at the Community College of Rhode Island.

SERVICE - FIELD SERVICE

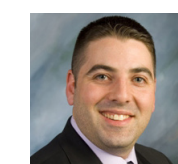


Jigarkumar Joshi

Jigar joined us as an Electrical Field Service Technician for extrusion. He brings valuable field service experience from his previous role at Erhardt & Leimer Inc., where he worked with industrial automation and process control

systems. Jigar holds a degree in Industrial Electronics from GM Chaudhari Polytechnic in India.

SERVICE - PRESS INSTALLATIONS



Joseph Bowab

We're excited to welcome Joseph as our Installation Manager, where he'll oversee press installations with Ray Holtz. He brings over 20 years of expertise managing complex technical projects in his roles as product and

project management at companies including Valmet and GE. Joseph earned his B.S. in Mechanical Engineering from the University of Rhode Island.

More team members on page 8

Lights, Camera, Magic!

We'd like to share two of our favorite W&H videos of 2024 that really capture what we're all about. One a spell-binding blend of illusion and humanity. The second explaining where W&H fits in the long flexible packaging value chain, in a fun way.



Printing Wizards from W&H



The W&H Plastics value chain

People in the News

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SERVICE - SPARE PARTS



April Pavao

April joins us as a new Parts Specialist, bringing three years of quality and inventory control experience from Marathon Company in Attleboro. Prior to that role, she managed her own customer service business for twenty years. She is a graduate of Somerset High School in Massachusetts.



Tyler Zantroski

Tyler is a new member of the W&H parts team. He brings customer service and warehouse experience, with three years at Poland Spring/Nestle Waters in customer retention and data analysis. He then dedicated ten years to Imtra Corp, a marine parts distributor, advancing from warehouse associate to Warehouse Manager leading a team of four. At vocational training school, Tyler concentrated in computer office technology.

SERVICE - WAREHOUSE



Alex Yativong

Alex is the newest member of the W&H team, working in the warehouse to ensure quick delivery of spare parts to customers. A recent graduate of Burrillville High School in Rhode Island, Alex grew up as a "W&H kid". He's the son of our Parts Supervisor, Kristy Perry. We're delighted to have the next generation joining the company.



Steve Faro

Steve has been with the warehouse team for almost a year and brings over 15 years of experience in warehousing and inventory. He previously served as Warehouse Supervisor at Dycem, a company specializing in contamination flooring for hospitals and clean rooms. Steven holds a degree in Computer Studies from Middlesex Community College.

Familiar Faces, New Responsibilities



Amritesh Jaiswal
Service Manager,
Converting



Vikrant Tandon
IDC Manager



Junaid Ahmed
Regional Service Manager,
Extrusion & Printing



Christoph Stein
Regional Service Manager,
Printing

Several familiar faces are taking on new roles within our service organization. **Amritesh Jaiswal** steps into the position of Service Manager for all W&H converting machinery, including GARANT. The IDC Manager role he previously held will be filled by **Vikrant Tandon**, who returns to a position where he

previously excelled, and will manage our growing IDC team. Vikrant's previous territories as Regional Service Manager for printing will be divided between two experienced team members, **Junaid Ahmed** and **Christoph Stein**.



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