

Baldwin Technology Company, Inc.



2 Trap Falls Road  
Suite 402  
Shelton, CT 06484-0941  
USA

Tel: 203 402 1000  
Fax: 203 402 5500  
www.baldwintech.com

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### **BALDWIN SIGNS WORLDWIDE AGREEMENT WITH ROBATECH**

Baldwin Technology has been awarded the exclusive worldwide rights for sales and marketing of Webtack contact gluing systems for the web offset market, following a major new partnership with the Swiss firm Robatech Gluing Technology, one of the world's leading gluing system manufacturers. This latest partnership continues Baldwin's strategy of strengthening its position in the press accessory and controls sector.

In addition to existing product lines, Baldwin and Robatech will work closely together to develop new gluing technologies. Robatech product manager, Jürgen Kruse, will join Baldwin as product manager for gluing systems, operating from its Friedberg premises in Germany.

"Robatech's expertise in gluing and Baldwin's extensive global sales and support network create a unique combination that will enable us to provide customers with an even greater set of on-folder gluing and finishing solutions," says Karl Puehringer, president and COO of Baldwin. "Robatech's contact gluing technology complements perfectly our MicroSet contact-less gluing and softening products, ensuring our customers the flexibility to meet their particular requirements.

"Contact gluing is the most commonly used technology in the commercial web offset market today and we're delighted to be able to offer printers, publishers and press manufacturers the ground breaking gluing systems that have been developed by Robatech, one of the world's experts in this field. Robatech's manufacturing plant in Switzerland will provide research and development facilities for new products for the web offset market, which will be co-branded between the two companies.

"The new partnership with Robatech fits in perfectly with Baldwin's growth strategy of acquisitions and alliances that strengthen our position in our core markets of offset sheet-fed, commercial web offset and newspapers," says Mr Puehringer.

Marcel Meyer, President and CEO of Robatech, adds: "To continue to grow our position in the web offset market we needed to combine Robatech's advanced gluing technology with a company that has a well established worldwide sales and support network for the printing industry," says Mr Meyer. "With Baldwin we have found the ideal partner and look forward to working with Baldwin customers to meet their in-line gluing requirements. We are confident this new sales and technology development partnership will create a triple win-situation for our customers and both our companies."

**END**

## **EDITOR'S NOTES**

### **About Baldwin**

Baldwin Technology Company, Inc. is a leading international manufacturer of press accessory and controls for the commercial and newspaper printing industries. Baldwin supplies market-leading automated cleaning; dampening and temperature control; drying and curing, and web accessory technologies, products and systems.

With headquarters in Shelton, Connecticut, USA, Baldwin has operations strategically located in the major print markets and distributes its products via a global sales and service infrastructure. Established in 1918, Baldwin employs approximately 510 people worldwide. Since 1987, Baldwin Technology Company, Inc. has been listed on the American Stock Exchange.

For further information, visit the Baldwin website at: [www.baldwintech.com](http://www.baldwintech.com)

### **Issued on behalf of:**

Baldwin Technology Company, Inc.  
Tel: +1 203 402 1000  
Fax: +1 203 402 5500

### **by:**

AD Communications Ltd  
Tel: +44 1372 464470  
Fax: +44 1372 468626

### **Further information from:**

Per Schröder  
Baldwin Jimek  
Tel: 00 4640 439851  
Email: [per.schroder@jimek.com](mailto:per.schroder@jimek.com)

Philip Paris/Greg Mills  
at AD Communications  
Email: [pparis@adcomms.co.uk](mailto:pparis@adcomms.co.uk)  
[gmills@adcomms.co.uk](mailto:gmills@adcomms.co.uk)