

Baldwin Technology Company, Inc.



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## PRESS RELEASE

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### **BALDWIN INTRODUCES TOWER CLEAN BLANKET CLEANING SYSTEM TO THE AMERICAS NEWSPAPER MARKET**

Baldwin Oxy-Dry has extended its cleaning portfolio for the Americas newspaper market with the addition of Tower Clean, a blanket cleaning system engineered and priced for single width presses that automates cleaning, increases press productivity and improves the operator's working conditions. The equipment consists of a solvent applicator per tower, brush units and pumping station.

Tower Clean enables the blanket to be cleaned by contact with the moving web once the small profile applicator has applied a low VOC solvent to the paper. As the web reaches the blanket the brush unit, which is frequently installed only on the first-down blanket, is activated. This removes lint and ink. In addition, the Tower Clean process has a positive cleaning effect on the guide rollers.

"Tower Clean has generated a great deal of interest amongst newspaper printers in Europe and we have installations or orders for the system to be fitted to presses from leading manufacturers such as MAN, Goss, Solna and DGM," says Rick Hausfeld, director newspaper sales. "We expect the concept of lower priced, automatic blanket cleaning to appeal to a large section of the Americas market, in particular the smaller daily newspapers and larger weekly titles."

Tower Clean can easily be retrofitted to existing presses where newspapers are looking to eliminate manual blanket cleaning during production. The low investment cost, improved print quality and extended print cycle result in a short payback period, while the simplicity of Tower Clean insures a very low cost of ownership.

**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. Baldwin was established in 1918. 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)

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