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## PRESS RELEASE

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### **BALDWIN APPOINTS IPEX AS EXCLUSIVE SOUTHERN AFRICAN DISTRIBUTOR**

Baldwin Technology has appointed Ipex as its exclusive distributor in Southern Africa. The two companies have been working together for several years along with a second agent for the region, but changes to the marketplace have led to the decision to retain one distributor only.

"We had two representatives in Southern Africa because of Baldwin acquisitions going back many years, and although both companies have done a good job, the market is changing and Ipex is perfectly suited to represent the full range of Baldwin's latest technologies," says John Leek, who heads Baldwin's UK, Ireland and South African operations. "Ipex has experience in serving all of the markets that we supply, from sheet-fed to commercial web and newspapers, while its premises in Johannesburg, Durban and Cape Town provide excellent coverage geographically.

"There will be benefits to customers in terms of having one point of contact and there are advantages to us, such as having only one set of engineers to keep fully trained on new developments. Ipex has a strong background in engineering that enables it to provide comprehensive and competent technical support leading up to an installation, during commissioning and afterwards. Ipex has recently won some major orders for Baldwin equipment and we expect that there will be other important new business announcements in the coming months."

Stephen Wood, Ipex divisional managing director for Cape Town, has overall

responsibility for the Baldwin account. "We're delighted at Baldwin's decision to appoint IpeX as exclusive distributor for Southern Africa," says Mr Wood. "Baldwin's products complement the equipment and technologies that we represent on behalf of other leading manufacturers for the graphic arts market.

"We have also been extremely impressed by Baldwin's pioneering development work, which has resulted in press accessory solutions that lead the industry. With press efficiency and energy usage becoming major issues for printers everywhere, solutions that improve dramatically press efficiency and print quality, while reducing wastage, are increasingly important to the industry. In addition, Baldwin's philosophy of putting so much effort into producing systems that have less impact on the environment has to be commended."

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## **EDITOR'S NOTES**

### **About Baldwin**

Baldwin Technology Company, Inc. is a leading international supplier of process automation equipment for the printing and publishing industries. Baldwin offers its customers a broad range of market-leading technologies, products and systems that enhance the quality of printed products and improve the economic and environmental efficiency of printing presses. With headquarters in Shelton, Connecticut, Baldwin has operations strategically located in the major print markets and distributes its products via a global sales and service infrastructure. Baldwin's technology and products include cleaning systems, fluid management and ink control systems, web press protection systems and drying systems. Established in 1918, Baldwin has been listed on the American Stock Exchange since 1987.

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

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