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PRESS RELEASE

October 23, 2008

Baldwin Germany looks to grow market position and increase customer focus with a new organizational structure

Baldwin Technology Company, Inc. is realigning the organizational and communication structure of its German subsidiaries with effect from November 1, 2008. New areas of responsibility have been created for both Baldwin Germany GmbH, Friedberg/Bavaria, and Baldwin Oxy-Dry GmbH, Egelsbach/Hesse, and more efficient processes have been established at the two sites. Additionally, measures have been implemented to optimize Baldwin's sales, after-sales service and marketing activities in Germany. These changes will take Baldwin Technology, the leading manufacturer of process automation system solutions for printing presses, an important step closer to its goals of achieving a greater market profile and customer focus.

Overall responsibility for the two facilities is now in the hands of Dr. Steffen Weißer, who was appointed Managing Director of Baldwin Germany GmbH on September 1, 2007.

This reorganization package for Baldwin Germany and Baldwin Oxy-Dry represents an effective response to customer requests to further shorten the time to market for products and systems. At the same time, the company will be better equipped to leverage potential synergies across different locations.

Efficient organization for customized system solutions geared to market needs

The newly established "Product Development" division is headed by Dr. Gerd Schneider, who assumed this role at Baldwin on October 1, 2008. He is responsible for all tasks relating to research & development, design and applications. After graduating in electrical engineering and completing his doctorate in mechanical engineering, Dr. Schneider held a senior position in series and special machines development. He was subsequently in charge of product management at a manufacturer of electrical automation components. Dr. Schneider's mission at Baldwin will be to

improve the performance orientation of the "Cleaning" and "Fluid & Web" product groups and boost their clout.

The existing "Cleaning Systems – Cloth & Brush" product group, led by Thomas Weiss, merges two previously separate sections for automatic cleaning technologies. Baldwin is now in a position to offer innovative cleaning solutions that are optimally adapted to each application or press under the umbrella of a global cleaning and operating philosophy.

The newly formed "Fluid & Web Systems" product group, headed by Ernst Engelhardt, combines three product units at the Friedberg site: "Web Security Systems" (WebCatcher, WebSeverer), "Inline Finishing Systems" (inline fold gluing system and silicone applicator) – both of which were already assigned to Mr. Engelhardt – and "Fluid & Temperature Systems" (fountain solution and temperature control systems as well as filtration technology for the offset process).

All sales activities will be grouped under the leadership of Wolfgang Dietrich, whose purview also includes "Service Solutions & Spare Parts Management" and "Marketing & Communications". Mr. Dietrich joined Baldwin on July 1, 2008. Between graduating as a mechanical engineer and accepting the job at Baldwin, he spent ten years working in the printing industry as a manager with sales and marketing duties.

Werner Kettl is directly responsible for Service Solutions & Spare Parts Management at Baldwin Germany and Baldwin Oxy-Dry. His proven leadership qualities will be vital in this function, which is immensely important not only for customer satisfaction but also for retrofit and follow-up business.

Marketing and communication activities at the Baldwin "COMMERCIAL – Sheetfed & Web" Center of Competence come under the responsibility of Siegfried Bradl. In addition to product marketing, this area principally focuses on transparency in internal and external communications with increasing emphasis on the dialogue with all relevant target groups.

The "Supply Chain Management" division integrates all processes linked to production, assembly, logistics and commissioning of Baldwin systems under the executive responsibility of Dieter Rößler – including Strategic Purchasing, headed by Manfred Rothe.

"We firmly believe that the changes we introduced will make us an even stronger partner both for end customers and for press OEMs in the Graphics Arts industry all over the world", comments Dr. Steffen Weißer. "This will serve Baldwin as a strong platform in the execution of our system supplier strategy, which is closely attuned to the needs of today's markets and users."

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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

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