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PRESS RELEASE

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BALDWIN-NORDSON AGREEMENT RESULTS IN UNIQUE COMBINATION UV/IR OFFER

Baldwin Technology and Nordson UV have strengthened their relationship by entering into Private Label Supplier agreements to cover Japan, Korea, Sweden, Denmark, Finland, Norway, Iceland and France, enabling Baldwin to supply industry-leading UV, IR and combination UV/IR systems. The two manufacturers have worked together for the last 18 months on an 'informal' basis, when press OEMs or end-customers have required a combination UV/IR system. In the regions above, Baldwin will now market Nordson UV systems under the Baldwin brand.

Through one contract, Nordson becomes an OEM supplier of UV curing systems to Baldwin Japan, which can now sell Nordson UV curing systems to press OEMs and end-users in the Japanese and Korean commercial markets. In a separate but coordinated agreement, Baldwin IVT will rebrand the Nordson UV products as Baldwin UV for sale into the commercial markets in Sweden, Denmark, Finland, Norway, Iceland and France - countries in which Nordson UV is not currently represented. In other countries the two companies will continue to work together on an informal basis.

"Baldwin IVT in Sweden is a leading manufacturer of high performance IR drying systems and responsible for Baldwin's global strategy and business in this product area, while Nordson produces mainly UV curing systems," says David Nixon managing director of Baldwin IVT. "Many of our customers, including press OEMs and end-users, are the same or at least operating in similar markets. It made sense to put what has been a successful business partnership on a more formal footing.

"During the last few years Baldwin has entered into strategic alliances with several leading manufacturers around the world and these partnerships have been instrumental in the creation of Baldwin's unique range of process automation systems for the printing industry. This latest

agreement represents a major addition of a value-added technology and service.”

Dr. Ichiei Imafuku, President of Baldwin Japan, says: “There has been an increase in UV curing in the graphic arts market in Japan and Asia. We entered into this agreement with Nordson to add market-proven Nordson UV products to our sheet-fed systems portfolio. Baldwin has an unrivalled range of solutions to enhance the quality, productivity and cost effectiveness of sheet-fed and web offset processes.”

Pat Keogh, sales director at Nordson UV, added: “Over the past few years Nordson UV’s technology for UV curing has gained an enviable reputation for performance and reliability, with regular repeat orders,” he says. “At Drupa 2008, Nordson’s QuadCure UV product line was offered with enhancements to dramatically reduce UV running costs and environmental impact. Compared to other systems in the market, the latest Nordson greenUV™ systems can claim to be possibly the most efficient on the market.

“In working with Baldwin exclusively in the regions mentioned above, and non-exclusively in many other regions of the global graphic arts market, we will add value to printers and grow our collective market share. Baldwin has a strong global sales & service organization and an excellent reputation within the market. We are confident that the new agreement will increase our penetration of the market across a wide range of sectors,” says Pat Keogh. “It’s an excellent opportunity for both manufacturers, as well as for the end-users.”

END

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. Headquartered in Shelton, Connecticut, the company 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 and the related consumables.

In 1987, Baldwin Technology Company, Inc. was listed on the American Stock Exchange; it currently trades on the NYSE Alternext US Exchange.

For further information, visit the Baldwin website at: www.baldwintech.com

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