

Baldwin Technology Company, Inc.



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## PRESS RELEASE

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2<sup>nd</sup> June 2009

### **BALDWIN AND TOLERANS SIGN EXCLUSIVE AGREEMENT FOR THE USA AND CANADA**

Baldwin Technology Company Inc. announced today an exclusive agreement with the Swedish manufacturer Tolerans to represent its products in the USA and Canada. Tolerans is a world leader of in-line stitching technology for the newspaper and commercial printing industry.

“We’re very impressed by the technology and philosophy behind Tolerans’ systems,” says Shaun Kilfoyle, President of Baldwin Oxy-Dry Americas. “An increasing number of newspapers and publishers around the world are considering in-line stitching for their press lines. The trend toward newspapers with more compact formats, consisting of content sections that are stitched, is emerging in the USA and Canada as publishers seek to create products with more of a ‘magazine feel’, and a longer shelf-life to increase the attractiveness for advertiser and reader.”

Olof Aurell is Vice President of Sales and Marketing at Tolerans. “Baldwin is the right partner for Tolerans in the USA and Canada because it has such a well established network of experienced, highly skilled sales and service personnel, who are already operating in the markets that our in-line stitchers are designed for - newspapers and commercial web offset. We see an increased interest in adopting stitched, compact formats such as those commonly used for Scandinavian newspapers, which are both profitable and have the highest readerships in the world. Adding Tolerans’ equipment to the Baldwin portfolio is a logical step from every aspect.”

Tolerans SPEEDLINER® stitching system is the most advanced stitching system in the world, with a high focus on durability, reliability and ease of maintenance. The stitchers can be incorporated into virtually any type of web press and run at full production speed. Tolerans AB is the global leader in advanced in-line stitching systems for newspaper and commercial printers. In business since 1947, the Swedish company has installed more than 1,700 stitchers in 70 countries.

**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 Amex Exchange.

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

### **About Tolerans**

Tolerans AB is the global leader in advanced in-line stitching systems for newspaper and commercial printers. In business since 1947, the Swedish company has installed more than 1,700 stitchers in 70 countries. Tolerans stitchers make newspapers and commercial print easy to navigate, giving them a longer life span and making recycling easier. Stitching also provides a better packaging of supplements, and increases value for readers and advertisers.

Read more about Tolerans and stitching at [www.tolerans.com](http://www.tolerans.com)

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