

Baldwin Technology Company, Inc.



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PRESS RELEASE – IFRA EXPO 09

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JUST ASK ABOUT BALDWIN'S MAJOR NEW ALLIANCES AND SOLUTIONS AT IFRA EXPO 09

IFRA Expo 09 will be the venue for Baldwin Technology to announce its latest alliances with other leading manufacturers, which have resulted in the company being able to provide an unrivalled range of major new solutions for the newspaper and semi commercial markets. Baldwin will also use the exhibition to unroll its Just Ask! global campaign, which emphasizes the fact that all a printer has to do to improve the performance of his press is...Just Ask Baldwin!

Just Ask!

'Just ask Baldwin' is all a printer needs to do if they want to significantly improve the productivity and profitability of their presses. Combining Baldwin's core products and solutions with those from new Alliance Partners enables the company to provide printers with proven solutions that deliver better print quality and increased productivity with lower waste and pressroom VOCs for virtually any print application. Just ask! It's that simple.

So wherever you are and whatever print related market you operate in, if you can't make it to IFRA Expo 09, please visit us at www.baldwintech.com and Just Ask!

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

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