

Conversions

Pregis Enhances Sustainable Film Portfolio

Producing 7-layer Recyclable Barrier Film on VAREX II

Pregis' newest film in their Performance Flexibles Renew™ series, **Pregis BariPlex**, developed under the Association of Plastics Recyclers (APR) design guidelines, has been approved for How2Recycle (H2R) on-pack labeling and in-store film drop off.

"We lead every conversation with a sustainability first mindset" said Jonathan Quinn, Director of Market Development & Sustainability at Pregis. "Our secret sauce to enable sustainability is in having the right people and partners in place to make sustainability happen and to take us toward a circular economy by keeping these valuable materials out of the landfill."

The 7-layer food-safe structure is being produced on one of the multiple VAREX II lines at the company's plant in Anderson, S.C., which officially opened in October 2021. The film will be used for applications where barrier properties are critical to protecting product integrity and freshness, primarily for food, but also for medical, beauty and personal care products.

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Grand opening of the Pregis Anderson plant.

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President's Corner

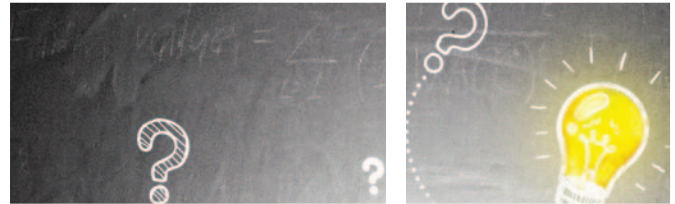
Lost in Translation

The year was 1988 and I was a young, inexperienced Extrusion Product Sales Manager. I received a document from W&H Germany asking me to sign a CONFIRMATION OF ERECTION (directly translated word for word from "Montagebestaetigung"). They meant "Confirmation of Installation". I thought, wait ... WHATTTTT? That can NOT be the correct translation! How can I send that to a customer for the installation of a BLOW HEAD (Blaskopf = die)?? Whoa ... we've got to get better at this.

Lost in Translation is a term that we are all very familiar with, some of us more than others. The popular Bill Murray movie of the same name from 20 years ago, attempted a look at the difficulty we all have as world citizens, trying to simply understand one another. Language is only part of the challenge, albeit a significant part.

As globalization spreads, the language we use and the manner with which we use it, becomes that much more critical. We are pretty lucky in the US that we all essentially speak the same language, Canada a bit less so. How difficult it must be for my German colleague Michael Fischer, who runs W&H's Asia Pacific HUB, to communicate effectively with customers and colleagues. He is responsible for a vast region, with over 20 different languages, who all communicate in English...a language that spoken by all but native to none. What an opportunity for misunderstanding!

"Do you speak English?" is not the right question. It should be framed as "Do you understand English" (or German, Russian, Spanish, or Chinese), along with all the nuances and hidden meanings that come along with that.



Andrew Wheeler

I took a German course in college that focused ENTIRELY on colloquialisms and idiomatic expressions. The professor felt that ONLY by understanding these, could a person become truly fluent in a language. If an English-speaking German heard the expression "to kill two birds with one stone" and tried to extract the meaning from a literal translation, they would be flummoxed. The same German saying is essentially "to hit two flies with one clap". There are thousands of these, and they are in every language. I am constantly amazed how often we use them in everyday conversations, never thinking that they might not be understood. We don't even ask, because the person/people that we are communicating with "speaks English".

The US is arguably the most diverse country in the world, yet despite the myriad of cultures and languages spoken by our citizens, we still, as Americans, generally do not embrace and learn a second language! Seemingly, every other culture learns English.

President's Corner continued

Body language is another form of communication that is often misinterpreted, or worse, not even recognized. I left a customer meeting years ago, where it was clear to some that our partner was agitated and very upset. At least I thought it was clear. Some in our team, however, had different impressions of the meeting. Because the body language was not read the same by everyone, some focused more on the words that were used than others. The customer did not SAY that he was upset, so clearly, he was not. Right? Wrong!

This is part of the "art" of communication that we are confronted with as a global group of companies. How do we maximize efficient communication and minimize misunderstandings? The possibility of "Lost in translation" is significant in our daily business and understanding

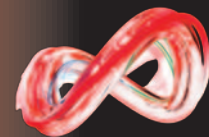
these nuances is essential for success. How often have we said in a meeting "what he meant by that, was..." Understanding the words is important, understanding the meaning, even more so.

This is an example that I always found hilarious, but also relevant. I was in a big meeting in Lengerich years back, discussing ways to better communicate with customers. We were asked to offer suggestions. On my card, I wrote "LISTEN!," thinking that this is perhaps the most crucial component to improving communication. It never occurred to me that this would be read by my German colleagues as the German word "LISTEN" (which means "lists" in English). When the moderator read my card, he exclaimed "Yes! Lists are very important!"

Talk about lost in translation!



We see an infinity loop symbolizing efficient production, digitalization and the circular economy and how they influence each other and together contribute to sustainability.



Reconnecting this Spring

At PTXPO in Chicago from W&H: Todd Krupa, Nick Nigro, Catherine Mattson, Kasie Fairbarn, Dominic Barnes and Mike Gorniak.



Evan Arnold (Glenroy), Kasie Fairbarn (W&H), Tom Danneker, Dan Jablonka, Isabella Juerhring, Katie Juehring (Glenroy Team) and Andrew Wheeler (W&H) at FPA



Catherine Mattson (W&H) and Jonathan Quinn (Pregis) at the SPC Impact in CA



At Info*Flex in Fort Worth from W&H: Dominic Barnes, Steven Fedosh, Todd Krupa, Mike Gorniak, and Dirk Kroll from Webconvert.

Pregis continued from page 1

“Getting this structure designed and commercialized was the result of the outstanding Pregis Performance Flexibles team along with best-in-class capital equipment and knowledge,” says Quinn. The talented people who drove the process within Pregis and made it happen was the technical team, including Chad Perre, Justinian Broughton, and Kyle Abercrombie, along with production lead, Chris Mrozinski.

“Our partnership with W&H has played a tremendous role in the success of our flexibles business,” said Quinn. “Across the

board, we have strong relationships with the people at W&H, from our daily contacts, to processing specialists, to the service teams and technicians... really everyone,” he added.

Pregis is a global provider of innovative protective packaging materials and systems with over 30 locations in the United States and manufacturing plants in Europe.

To learn more, visit www.Pregis.com



The Pregis Performance Flexibles management and operations teams during the grand opening.



Standard Bag: A Not So Standard Story

MIRAFLEX II Energizes Company Expansion

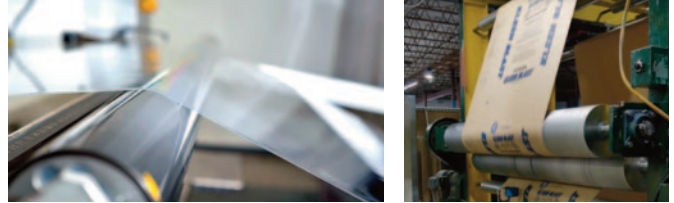
At Oregon-based Standard Bag, a 37-year-old family-run company, the addition of a brand new MIRAFLEX II is opening the door to new possibilities and opportunities.

“The MIRAFLEX looks like a spaceship,” says Jerry Lin, son of founders Paul and Meiling Lin. “The press is reinvigorating our company. It’s like we bought a Ferrari – a machine that’s meant to go fast, now we need to learn to maneuver it like a Formula 1 driver and push it to the extreme,” Lin added.

The MIRAFLEX is part of a 5–10-year campaign to invest in equipment that will help retool and reinvigorate the company that’s being driven by Jerry and his brother, George. The MIRAFLEX II will help them go after new business in flexible packaging and roll stock as well as from more branded customers.

The family describes themselves as “bag makers at heart” and produces multiwall paper, poly woven, and laminated paper bags. Lin says the company has found their niche in higher-value multiwall bags “We’re big believers in a two-ply multiwall bag,” said Lin, adding that the bags are incredibly strong.

Standard Bag and W&H, including subsidiary Garant, have known each other for decades with the original multiwall equipment as well as a printing press in Oregon coming from W&H.



Standard Bags' facility in Beaverton, Oregon

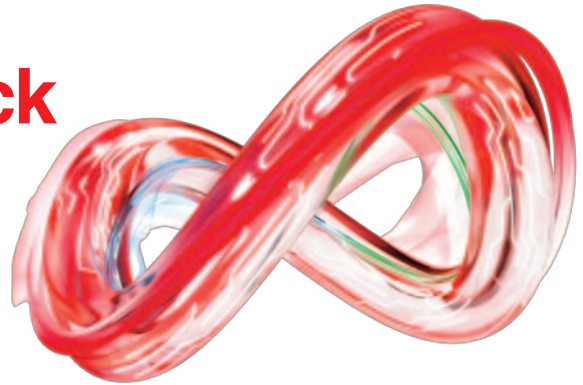
The Lin's story is an interesting one. Their American life started out in California. Then Paul and Meiling paired up with a packaging broker and multiwall bag supplier in Oregon. Within six months of arriving in Oregon, their business partner died, leaving the Lins standing with some equipment, a couple of employees and no salesperson.

That's when Paul, with his broken English, started driving up and down Route 99, the Agricultural Beltway of California, knocking on doors at farms trying to get the company off the ground. It paid off; some of those first customers are still with them today, decades later. The company has grown, and even opened a second facility in Lubbock, TX – during the Great Recession, 14 years ago – to position themselves as a nationwide supplier of multiwall packaging.

To learn more, visit www.standardbag.com



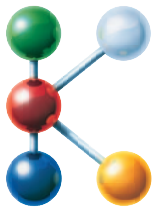
Countdown to K 2022, the W&H Expo and Pack Expo International!



This fall is going to be very busy, with two of the industry's most important shows running at the same time: K2022 in Düsseldorf and Pack Expo International in Chicago. Our team will be covering both events and is excited to see you in-person and show you the new technologies our R&D team has been working on.

GET IN THE LOOP

Efficient Production | Circular Economy | Digitization



K 2022 Düsseldorf

19 – 26 October 2022

Hall 17, Booth A57 | Düsseldorf Fairgrounds

- Live Machine Show
- ∞ Talks with Experts

Daily Bus Shuttle between the Düsseldorf Fairgrounds and W&H Headquarters Lengerich



EXPO at W&H Headquarters

20/21 + 24/25 October 2022

W&H Headquarters Lengerich

- 10 Running Machines
- 24 Live Demonstrations each day
- Extrusion, Printing and Converting



Pack Expo Chicago

23 – 26 October 2022

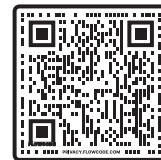
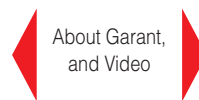
Upper Lakeside Booth 7919
McCormick Place, Chicago, IL



- Experts from W&H will be available to discuss extrusion, printing, and converting along with all the new products and technologies being presented simultaneously at the K and our in-house Expo.
- The Garant team will be on-hand to talk about their paper bag machinery and demonstrate the ROTADIA cone bag machine. Come by the booth and meet the North American team, including Michael Reinhardt and Vladimir Unruh along with colleagues from the headquarters in Germany, Torsten Berding, Peter Hoffmann, and Marvin Williams.

Do you know our subsidiary Garant?

They specialize in machinery for paper bags.



GARANT MASCHINEN

MEMBER OF W&H-GROUP



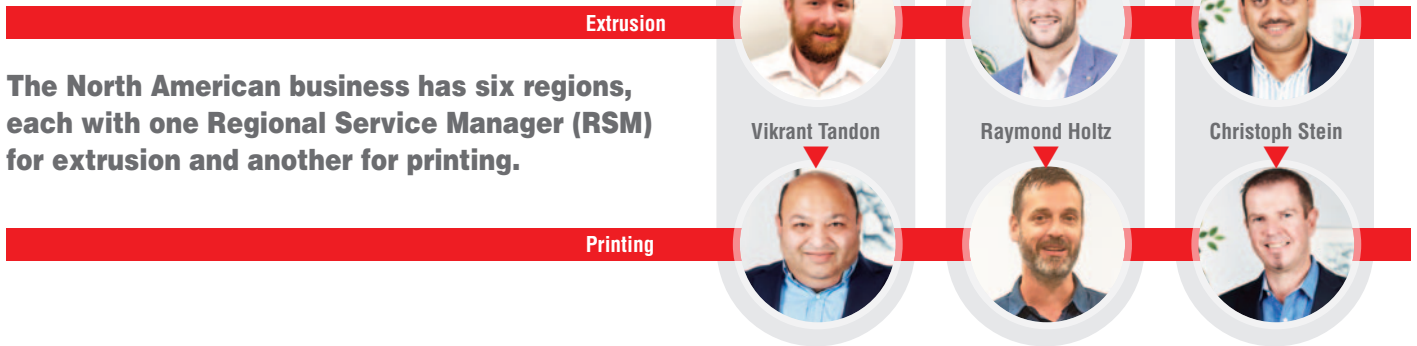
W&H North America Creates Regional Service Manager Roles

One face for the life of the machine

W&H North America prides itself on providing excellent service, and part of that is recognizing when and how to evolve.

“Last year, we asked ourselves how to optimize our service organization to make partnering with us as straight-forward as possible. The answer was to provide customers with just one face at W&H to go to for the life of their machine, starting with the installation planning. This is how we came up with the idea of Regional Service Managers,” said Javeed Buch, Senior Vice President.

“The new structure has been in place since the spring of 2021 and while it’s still early, the feedback that has trickled in so far has been favorable. At the end of the day, this is about simplifying life for our customers and we’re confident that this restructuring will enhance the service experience that we offer,” added Buch.



The North American business has six regions, each with one Regional Service Manager (RSM) for extrusion and another for printing.

- 1** Regional Sales: Dominic Barnes
Service Managers: Christoph Stein (P), Rajeev Kumar (E)
- 2** Regional Sales: Todd Krupa
Service Managers: Raymond Holtz (P), Matthew Okruta (E)
- 3** Regional Sales: Dirk Kroll
Service Managers: Raymond Holtz (P), Matthew Okruta (E)
- 4** Regional Sales: Peter Langan
Service Managers: Christoph Stein (P), Rajeev Kumar (E)
- 5** Regional Sales: Michael Gorniak
Service Managers: Vikrant Tandon (P), Edwin Wilder (E)
- 6** Regional Sales: Steven Fedosh
Service Managers: Vikrant Tandon (P), Edwin Wilder (E)



W&H Employee News



Deb Carr became a permanent employee responsible for accounts receivable in October 2021.

Prior to joining us, Deb was the office manager and bookkeeper for Midnight Run Couriers, a business she and her husband founded in 2005, and in Accounts Receivable at Rave Mobile Safety. She holds a A.S. in Accounting from the Community College of Rhode Island.



Kasie Fairbarn joined W&H in November 2021 as Product Sales Manager and will play a key role in all aspects of our North American blown film business.

She comes to us from PAXXUS, Inc., where she was the Global Account and Sustainability Manager. Before that, she was a Senior Packaging Engineer at Unilever responsible for brands such as Pond's, Suave, Simple, and St. Ives. Kasie holds a B.S. in Packaging Engineering from Rochester Institute of Technology.



Christian Drappa, our newest field service technician working on printing presses, comes from Bielefeld, Germany and brings a wealth of hands-on experience.

His W&H career started in Lengerich in 2021 learning all the facets of printing press assembly. In March of 2022, he joined the W&H North American team. Prior to W&H, Christian spent 13 years at Bobst, where he did his apprenticeship and installed and serviced presses worldwide.



Donna Pilkington is the newest addition to W&H and started in April as a receptionist and accounting assistant.

Over the past 40 years, Donna has held a variety of interesting positions, from working as a phlebotomist and pathology secretary to assisting trade school students with their job searches. Donna has earned several computer application and medical assisting certifications during her career.



Big shout out to our extrusion colleagues Corvin Hurtienne, Todd Krupa, and Leon Rupe for being recognized by Plastics News as Rising Stars 2022. The W&H family is very proud.



To read about Corvin, Todd and Leon, and the other Rising Stars, scan this QR code.



2022 SCHEDULED SHOWS (subject to change)

- Oct 11-13 **FTA Fall Conference** | Covington, KY
- Oct 19-26 **K Show** | Düsseldorf, Germany and In-house Expo
- Oct 23-26 **Pack Expo International** | Chicago, IL
- Nov 9-10 **AMI Extrusion World Expo** | Cleveland, OH
- Nov 30-Dec 1 **AMI Stretch & Shrink Films** | New Orleans, LA

Published by WINDMOELLER & HOELSCHER CORPORATION
 Editor: Catherine Mattson
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