

# NEWW EXPANDS CAPABILITIES



THE NEW BAYSEK DIECUTTER IS FREEING UP CAPACITY ON OTHER MACHINES.



NEWW purchased the diecutter to run simple and complicated items like pads, circles and odd shaped postal boxes.

On the homepage of NEWW Packaging and Display's website is the tagline: "A traditional company with modern capabilities." The description is fitting considering the Massachusetts company's history, which dates back nearly 200 years.

Founded in 1834 as the E. Murdock Co., the family-owned independent, formerly known as New England Wooden Ware, was at one time the largest manufacturer of wooden domestic products and containers in New England. NEWW transitioned from wood to corrugated packaging during the early 1940s and today is considered one of the premier flexographic printers in the United States. Multi-color graphics are available as litho laminated labels, digital printing or flexographic printing.

Sales Manager Ben Urquhart says NEWW excels at providing high quality printing and packaging for customers who are looking for more than just a box. Products include corrugated shippers and displays, and specialty cartons primarily for the biomedical and food and beverage markets and big box retailers throughout New England and beyond.

## Managing Volume

Urquhart says NEWW is committed to exceeding customer expectations through dedicated customer service, preventative maintenance, and consistent capital investment in state-of-the-art technology. That philosophy has proven successful with sales growing by roughly 50% over the past 10 years as

the product mix shifted toward high-end graphics and litho-lamination.

Managing the steady increase in business was becoming a challenge, Urquhart says. Monthly converting capacity is about 40 million sq ft. The 500,000-sq-ft facility in Gardner, Mass., has an 87-inch corrugator with cut to mark for preprint; three flexo folder-glueers with inline diecutting; two multi-color rotary diecutters; two Bobst flatbed diecutters; two specialty folder-glueers with RFID, inline tear tape and two-sided tape; two Automatan litho laminators; a SPEC ink kitchen, and a large format digital press. NEWW is also a member of a sheet feeder.

The newest machine is a C-170 fully automatic rotary anvil flatbed diecutter from Baysek Machines. The diecutter can cut, strip, count and stack up to 60,000 pieces per hour or 1800 sheets per hour.

Urquhart was introduced to Baysek's products at SuperCorrExpo 2012 in Atlanta. He was looking for ways to cut NEWW's versatile material mix and a friend took him to the Baysek booth.

Urquhart was impressed with the C-170. "I was amazed by the simplicity and potential of the machine," he says. He was interested in purchasing it, but wanted to make sure the timing was right. The global pandemic was coincidentally the right time. Baysek was able to facilitate the sale via a Zoom teleconference that featured a tour of

its Nelsonville, Wis., headquarters along with a C-170 demonstration. This was Baysek's first virtual demonstration and sale with several to follow.

"It was a new way for us to present our machine virtually," Mark Helbach, Baysek President says. "Ben identified a need and purpose for the machine and simply needed to confirm that the Baysek C-170 was capable of meeting that need. He understood the machine and its capabilities and moved quickly to get it into his plant."

"We purchased the Baysek because we can run simple and complicated items in a clean stack," Urquhart says. "The price and timing were right and we knew we would expand our capabilities and run jobs we otherwise could not."

The C-170 produces nick-free, multiple-out diecuts with one operator. It is ideal for partitions, bakery and pizza circles, and food and pharmaceutical boxes. It can handle sheet sizes from 20- x 20-inch up to 55- x 67-inch and flute thicknesses from F- to B/C-doublewall.

The diecutter is freeing up capacity on NEWW's other converting machines, improving turnaround times without interrupting the overall workflow. "We needed the Baysek to take work away from other machines," Urquhart says. "We're currently



The C-170 produces nick-free, multiple-out diecuts with one operator.

running more plain items like pads, circles and odd shaped postal boxes."

The machine was delivered before NEWW was ready to install it because a new waste system to sort different recyclables was also being installed at the same time. He says the experience with Baysek, from sales to installation and service, was excellent. "It really was. It was low key, not high pressure, and from preparation to transit to install, it was seamless. Our experience was exemplary. We are very pleased to own a Baysek."

"Ben and his team were great to work with through all aspects of the sales and installation process," Helbach says. "We are fortunate to have customers like NEWW."

Tim Engle, Baysek North American Regional Sales Manager, adds, "NEWW is one of the oldest and most respected box companies in the corrugated industry. Ben was great working with after the sale, very knowledgeable, and always looking at the future."

As for the future, Urquhart says he would definitely consider other products from Baysek. "I'm interested in seeing what Baysek has for digital print. We would not hesitate to invest in another Baysek." ■

