

Baldwin Technology Company, Inc.



2 Trap Falls Road
Suite 402
Shelton, CT 06484-0941
USA

Tel: 203 402 1000
Fax: 203 402 5500
www.baldwintech.com

PRESS RELEASE

Baldwin Agreement with Ink Supply Specialist Betz Technologies Expands ‘One-Stop Shopping’ Solutions for Printing Press Process Automation Systems

Shelton, Conn. – March 31, 2009 -- [Baldwin Technology Company](#), Inc. (NYSE Amex: BLD), a global leader in process automation technology for the printing industry announced today that it is continuing to expand its industry-leading portfolio of process automation systems for the graphic arts market by signing an agreement with the German ink supply specialist [Betz Technologies GmbH](#) to represent Betz in the U.S., UK, France, Italy, Germany, China, South East Asia, Australia and New Zealand. This latest alliance enables Baldwin to offer a complete range of liquid supply solutions for the press, while making it even easier for printers to obtain press accessories and controls from one source.

“Adding these high quality products from Betz, an ink supply specialist, to the Baldwin product portfolio will make the liquid supply segment complete, enabling us to serve our customers with comprehensive system solutions,” says Birger Hansson, Baldwin Director, Global Business & Product Development.

“Printers operating in the [sheetfed](#), [commercial web](#), [semi-commercial and newspaper](#) markets have the opportunity to take advantage of a true one-stop shop, which can supply solutions to enhance the print quality and productivity of their presses, while reducing waste and environmental impact. At the same time, our well-established global service network provides customers with local support across the entire press accessories portfolio,” added Mr. Hansson.

Ludwig Betz, owner and managing director of Betz, commented: “The two companies began working together in 1981 when Betz was a subcontractor to Baldwin, so we have a very good knowledge of Baldwin’s customer-oriented philosophy, reputation and industry-leading technologies. We began developing our own product line of ink supply systems in 1990 and today we have a portfolio that is an ideal complement to the Baldwin range of process automation technologies. It seemed a natural progression for Baldwin to add our products to its already unique and expansive offering to the market and we believe this agreement will be of major importance to printers seeking new ways of improving the performance of their presses.”

About Betz Technologies

Betz Technologies manufactures a wide range of ink supply, dispensing and leveling, monitoring and color mixing systems. These are available in a broad selection of configurations to suit all sectors of offset printing, sheetfed, web and newspapers. Betz was formed in 1981 and today is one of the world's leaders in producing systems that supply ink to the printing press.

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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

Issued on behalf of:

Baldwin Technology Company, Inc.
Tel: +1 203 402 1000
Fax: +1 203 402 5500

by:

AD Communications Ltd
Tel: +44 1372 464470
Fax: +44 1372 468626

Further information from:

Siegfried Bradl
Baldwin Germany GmbH
Tel. + 49 (0) 821 79 42 360
Fax + 49 (0) 821 79 42 208
E-Mail bradl@baldwin.de

Philip Paris/Greg Mills
at AD Communications
Email: pparis@adcomms.co.uk
gmills@adcomms.co.uk

