🌿 **Precision, Performance & the Path to a Greener Future:**
BW Converting Champions Sustainable Finishing with A.T.E. at Techtextil India 2025

At a time when global textile manufacturing is rapidly transforming to meet the demands of sustainability, efficiency, and high-performance production, **BW Converting**—under its respected **Baldwin** brand—is set to deliver a powerful message at **Techtextil India 2025**. In strategic collaboration with **A.T.E. Enterprises Pvt. Ltd.**, one of India's leading textile engineering partners, BW Converting will highlight advanced finishing solutions that are reshaping how mills approach chemistry usage, water conservation, and energy efficiency.

Driving a Sustainable Revolution in Textile Finishing

From November 19–21 at the Bombay Exhibition Centre, Mumbai, visitors to the A.T.E. booth will have the opportunity to explore **TexCoat® G4**, BW Converting's proven **precision spray finishing technology**—a system trusted worldwide for its ability to deliver exceptional uniformity, resource savings, and process control.



The BW Converting Baldwin TexCoat® G4 precision spray finishing system

TexCoat® G4 enables mills to:

- **Reduce chemical waste** through exact, controlled chemical placement
- **Lower water consumption significantly** by eliminating traditional pad baths
- **Cut energy usage** by reducing wet pick-up by up to 50%
- **Achieve faster throughput and improved quality** with consistent application

This approach is not only more sustainable, but also enhances profitability—a critical combination for Indian textile producers competing in both domestic and global markets.

A Partnership Powering India's Textile Advancements

"**India represents one of the most dynamic and promising textile markets in the world**," shared **Yiannis Vasilonikolos**, Global Sales Leader, Textiles at BW Converting. "Through our collaboration with A.T.E., we're excited to demonstrate how TexCoat® G4 can help local manufacturers achieve both sustainability and profitability."

Echoing this sentiment, **Rick Stanford**, Vice President of Global Business Development, added:
"**Technical textiles and home furnishings are expanding rapidly in India. TexCoat® G4 empowers manufacturers to enhance productivity, reduce costs, and minimize environmental impact**—a winning combination for today's competitive environment."

Technology That Redefines What's Possible

Powered by **Precision Application Technology (PAT)**, TexCoat® G4 ensures:

- Zero overspray
- Zero contamination
- Zero dilution
- One- or two-sided application with pinpoint accuracy

This precise control provides mills with consistent results, improved fabric performance, and improved efficiency, enabling them to meet the rising expectations of international markets.

Expanding the Horizon of Sustainable Processing

Building on the legacy of TexCoat®, BW Converting recently introduced **TexChroma**, an innovative **digital spray dyeing system** debuted at ITMA Asia in Singapore. This next-generation solution marks a major step forward in sustainable coloration—further solidifying the company's leadership in environmentally responsible textile processing.

Shaping India's Technical Textile Future

Throughout the Techtextil India 2025 exhibition, BW Converting's local team—along with experts from A.T.E.—will engage with mills, finishers, and technical textile manufacturers to discuss strategies for boosting efficiency and sustainability through advanced finishing technologies.

With India's technical textile sector poised for rapid growth, BW Converting's eco-efficient innovations stand ready to support the country's ambition to become a global hub for high-quality, future-ready textile manufacturing.