BW Converting

Change for the better

barrywehmille bw betterworl

Prototyping

Three levels of prototyping
designed to meet all your testing needs

Northern Engravinç and Machine

Bringing decades of product development experience to you

Accelerate innovation with design inspiration powered by digital tools and guided by product development experts

Discover Embox, our industry-leading **digital platform** that streamlines your product development process

Access our Embox rich catalog of **embossed patterns** to inspire and accelerate your development journey

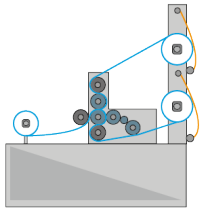
Thanks to our proprietary **algorithm**, Embox predicts the efficiency of your final product before it even hits the line

Embox
Shape your roll

Explore Embox

LEVEL

Metrica Pilot Line



Preview Embossing Results in Just Days

Gain an early visual impression of your selected embossing pattern through fast testing on paper sheets. This focused approach delivers initial feedback on design clarity and texture – helping you move forward with confidence before deeper prototyping.

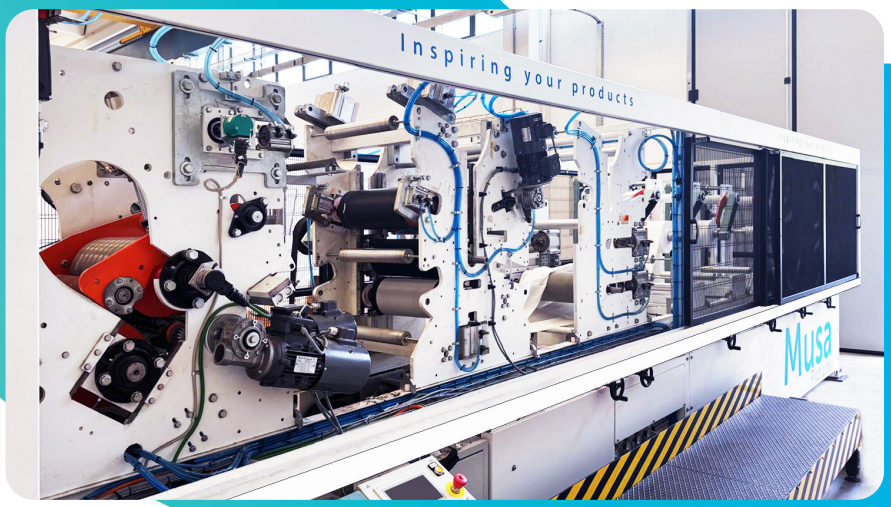
Embossing Processes

Emboss/lamination configuration	Nested, random nested, point-to-point, rubber to steel

Lucca, Italy

NorthernEngraving@bwconverting.com

LEVEL



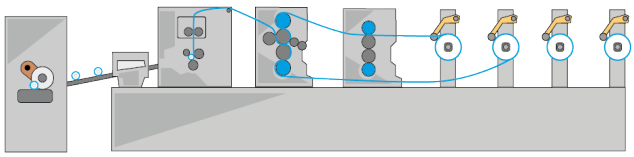
Musa Pilot Line

Validate Multiple Embossing Ideas Efficiently

Quickly explore a variety of embossing styles and creative directions with a flexible pilot line. Compare design alternatives, adjust visual impact, and shape your product vision – all in a streamlined, low-risk environment.

Prototype Realistic Rolls for Smarter R&D

Produce roll-format samples that closely reflect final product characteristics – ideal for R&D teams focused on technical validation. Examine ply thickness, test micro embossing, and compare customized solutions to support informed development decisions.



Specifications

Machine Performance

Max speed	40 mpm (131 fpm)

Finished Product Characteristics

Core diameter range	44 - 46 mm (1.73" - 1.81")
Roll diameter range	95 - 200 mm (3.74" - 7.87")

Embossing Processes

Emboss/lamination configuration	Nested, random nested, point-to-point, rubber to steel, double rubber to steel

Raw Material Specs

Face length	330 - 340 mm (13" - 13.39")
Core diameter range	70 - 76 mm (2.76" - 3")
Roll diameter range	Up to 500 mm (19.68")
Plies	1 or 2

Optional	Double lotioner, edge embossing, water lamination, special equipment for bulk increase

Lucca, Italy

LEVEL

FORTE Pilot Line

Real-World Market Validation

Seamlessly execute **Market Tests** by producing products for running small-scale local and regional market testing, special events, and targeted e-commerce product launches – gathering consumer insights and fine-tune your offerings before full-scale launch.

Accelerate Innovation with Confidence

Unlock your product's full potential with advanced **New Product Testing**. Explore everything from novel fibers and innovative paper formulations to customized embossing patterns, specialized coatings, and advanced lamination technologies like water lamination – all designed to refine and perfect your product faster.

Minimize Risks, Maximize Success

Proactively **Mitigate Risk** by identifying and resolving runnability issues, perfecting embossing clarity, and achieving expected aesthetics – ensuring every product launch delivers exactly what you and your customers expect.

Specifications

Machine Performance

Max speed	650 mpm (2,132 fpm)
Cycles rate	Up to 45 logs/min
Web width range	203 - 650 mm (8.0" - 25.6")

Finished Product Characteristics

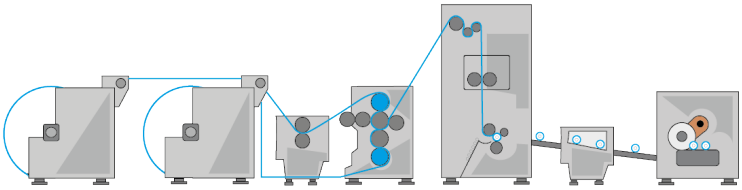
Core diameter range	38 - 60 mm (1.50" - 2.36")
Roll diameter range	90 - 200 mm (3.54" - 7.90")

Embossing Processes

Emboss/lamination configuration	Nested, random nested, calendaring, matched steel, rubber to steel, glue or water lamination
Optional	Lotioner, special equipment for bulk increase

Green Bay, WI

Check product performance efficiently at commercial speed



NorthernEngraving@bwconverting.com

bwconverting.com