

BAYSEK HAS NEW OWNERS

IN MARCH, A CONSORTIUM OF PRIVATE INVESTORS ACQUIRED NELSONVILLE, WI-BASED BAYSEK MACHINES INC, AND HAS NOW RENAMED THE COMPANY BAYSEK SOLUTIONS LLC. IN AN EXCLUSIVE INTERVIEW, DANIEL BRUNTON TALKS TO OUT-GOING OWNER MARK HELBACH AND THE TEAM OF NEW INVESTORS - JEFF JENSEN, RYAN HETZEL AND GARY LEMASTER.

Founded in 1995 by David Helbach, Baysek Machines is a well known manufacturer of die-cutting solutions today. The company started out selling its die-cutters into the North American market and then within a decade, started to get traction in the UK and Europe, at which stage the owners set up a wholly-owned subsidiary in the UK. In 2015, the next generation of Helbach took over the business, with David's son Mark taking the reins. Over the next five years, the company really accelerated, and thanks to a network of active agents, Baysek Machines started to supply machines into Latin America, Australia and New Zealand, with ongoing success in Europe thanks to active participation in European industry trade shows.



L to R: Mark Helbach, Ryan Hetzel and Jeff Jensen



Gary LeMaster



"The company really saw some excellent growth in 2020 and for the following years and I knew that at some stage, we would need to look at the next steps," explains Mark Helbach. "In 2023, my partner David Waldoch and I decided we would look at the idea of selling the business, looking for an investor or other OEM that would allow the brand to flourish further. Following initial conversations with one leading industry name, I had a chat with someone I have known for a long time now, who I thought might be a good fit. That person was Jeff Jensen, who had known my father for years and was of course well versed with Baysek equipment as Latin American Sales Director for Cincinnati-based Goettsch International."

"Mark approached me with the idea in the summer of 2024," says Jensen, the company's new CEO. "At first, I was not sure I could make things work, as I needed some significant financial backing, but following a good conversation with my longtime friend Gary LeMaster, we were able to quite quickly put together a deal that Mark and David liked the look of. We completed Due Diligence in November, and by the end of February this year, we were good to."

Future is Key

Like any family business that gets acquired, transition and stability is key to ongoing success; Baysek was no different. "We knew we needed to keep Mark in the saddle," adds Jensen. "Fortunately, Mark was in no hurry to rush off into the sunset, and has agreed to stay on board as GM for the next five years. But what we also needed was stability in the team, and when Gary and I started formulating our offer, we knew we need to get the company's Operations Manager on board. So we were delighted that Ryan Hetzel wanted to get involved within the new ownership structure – especially as like me, his ancestors settled in the same Amherst, Wisconsin community as my family."

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RYAN HETZEL, OPERATIONS DIRECTOR

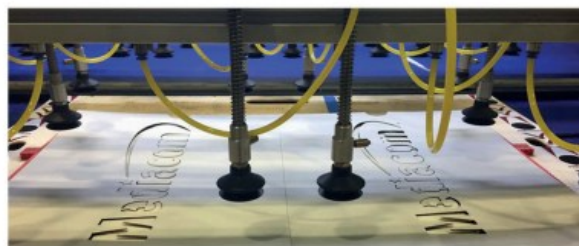
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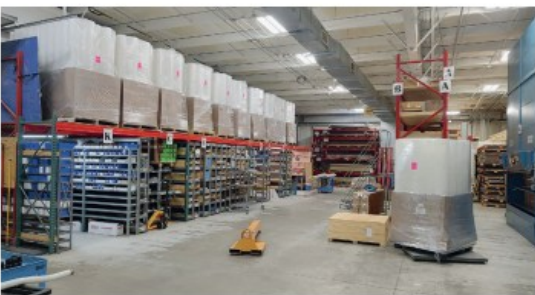
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"I've been with Mark and his father in Baysek since the early 2000s, and I am the third generation of Hetzel to work with a Helbach," explains Hetzel, the company's new Operations Director. "I am honoured to be part of the consortium who will continue to push the boundaries and develop new models for the Baysek portfolio. I want to thank Jeff and Gary for giving me the opportunity to help take Baysek to the next chapter. I also want to thank the team of amazing employees – we would not be where we are today without them and I speak for Jeff and Gary when I say we are looking

forward to the continued support of every member in the team."

The third partner in the consortium is Gary LeMaster, an entrepreneur with a great range of skillsets and a deep understanding of the wood, timber and lumber industry. "When Jeff called me with the opportunity to get involved with a manufacturing company that made machinery for the corrugated industry, I was instantly intrigued," says LeMaster, Managing Partner. "Within my ownership of several timber companies, I was very familiar with the corrugated industry, because we would buy quite a lot of corrugated packaging as part

of our timber crate and packaging solutions for customers. As someone who has invested and owned many businesses in the forest industry sector, getting involved with a company that offers production solutions to the corrugated packaging industry ticks a lot of 'green' boxes for me. Sustainability is on the lips of every brand owner out there, so it is a great opportunity for me to be involved with a company like Baysek. I am looking forward to taking a very active role in the business, and look forward to growing this great company with Jeff, Ryan and the whole team. It is certainly exciting times for us."

New Machine Launched

Like any machinery company, the portfolio evolves and grows; Baysek is no different. As the C170 took on a big brother in the C190, the next step is a more entry-level machine, that will be attractive to smaller sheet plants the world over.

"We've nicknamed it the Baby Baysek and coming in at an attractive price point this machine will help transform many small and medium size sheet plants," explains Jensen. "We have sold the first machine already, and it is only just being launched now – we are excited by the opportunities that this entry level machine will give us in reaching a part of the market that we may not have been active in prior."

The Baysek HF101 is a hand fed, reciprocating flat bed die-cutter with a maximum sheet size of 50 x 50". Following the tried and tested Baysek principle, it needs only two operators, is nick free, dust free and extremely safe compared to existing, hand feed die cutting solutions, with a rapid job changeover; it can also handle multiple materials and can cut multiple parts on the same die. It has been designed to incorporate the same dies on a future C170 or C190 purchase.

"The HF101 can handle single sheet operation and has an automatic outfeed on sheet count," explains Hetzel. "It also has an excellent tolerance

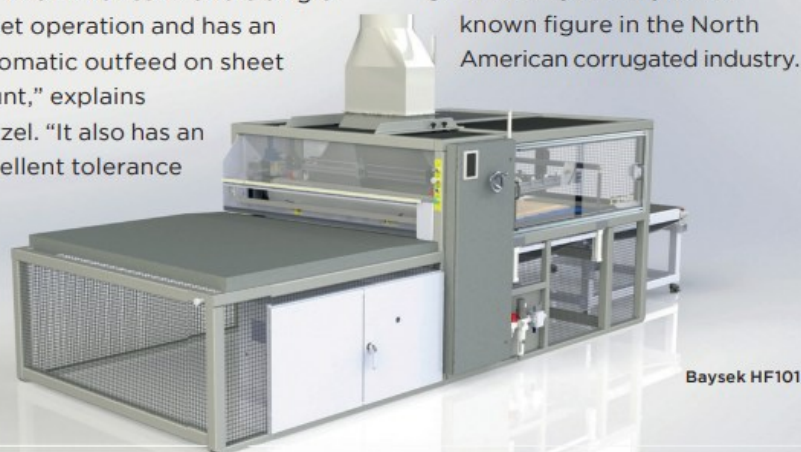
for warped board and it is ideal for reusing scrap cut-off material. It runs at 500+ sheets per hour, and thanks to its compact design, it is easy to install and no special foundation is needed in the customer's factory. It has been designed and built for minimal maintenance and for using basic hand tools."

"Safety is always a priority, and that is true with the HF101," adds LeMaster. "It has been designed to CE compliance, and interlocking magnetic switches are on each door and window unit, with interlocked access panels for ease of service. A mesh guarding has been applied to all fixed openings on the machine."

Expanded Network and Portfolio

One of Jensen's first goals was expansion of the network of agents, globally. "We have been able to quickly enhance Baysek's position globally, by working with a newly expanded network of distributors and agents," confirms Jensen. "We have also bought on Ben Liskey and his 25 years of corrugated machinery experience to head up the sales team as VP Sales, while expanding the global coverage of the company as well."

"I'm excited to join Baysek at a time of great opportunity for growth," says Liskey, a well known figure in the North American corrugated industry.



Baysek HF101

"I am thrilled to have the opportunity to work with Jeff and the new owners, as we look to expand the name even further."

"We have a really busy couple of years ahead," concludes Jensen. "We are building on the portfolio, and thanks to existing tie-ups and infrastructure in Europe, we are looking to expand our manufacturing base to Europe too. We are actively developing the C series machines to be able to handle triplewall board, which will be a game changer, and in the next two years, we will launch a big machine that we will showcase at SuperCorrExpo in 2028."

So it seems that Baysek as a brand has an exciting future, with three sets of experienced hands now on the reins.



Baysek Solutions now has representation in to following countries: Baysek Solutions UK (UK, Ireland, Scandinavia and Netherlands); S&G EU(Eastern Europe); Design & Technik (Germany), Goettsch International (Central and Latin America, Caribbean and middle/South Africa); Revolution Industrial (Pan-pacific and Australasia); NSK (Japan); Vega (Italy); Miramani Trading (Iran); Digidon (Romania); and OIS Machinery (Middle East and North Africa).