

BAYSEK MACHINES CELEBRATES 25 YEARS

FOUNDER DAVE HELBACH ATTRIBUTES THE COMPANY'S SUCCESS
TO CUSTOMER-FOCUSED INNOVATION AND DEDICATED EMPLOYEES.



The Baysek team in front of their flagship product, the C-170 diecutter.

According to the calendar and business records in the company's archives, Baysek Machines, Inc. incorporated in 1995 after its birth in a steel shed in Amherst, Wis., a rural village about 75 miles west of Green Bay. Its 25 years of endurance and success in the ever-competitive corrugated industry, however, can be attributed

to the blood, sweat and tears of the company's founder, David "Dave" Helbach. In the decades prior, Helbach was amassing the knowledge and wherewithal to design and develop a flat cutting die system to accommodate a rotary anvil cutting process, the system at the heart of Baysek's innovative contribution to the industry.



Baysek Machines, Inc. founder, Dave Helbach

BAYSEK MACHINES WAS QUICKLY SUCCESSFUL IN AUTOMATING A SIMPLE, EFFECTIVE METHOD THAT FACILITATED A FLAT DIE PROCESS TO A ROTARY ANVIL CUTTING PROCESS.

Born and raised in Amherst, Helbach is a self-admitted “farm boy who didn’t like milking cows,” but grew up being intrigued by all things mechanical. His eagerness to make use of his inquisitive mindset contributed to the startup and operation of five different businesses in the corrugated industry between 1966 and 1993. Helbach claimed he “retired” from business in 1993 at the age of 58.

Never one to idly enjoy what many consider their golden years, Helbach “leisurely” began developing a simple diecutting process for a business friend. “I met a machine manufacturer from England at a Düsseldorf trade show, demonstrating what I considered a very clever concept and convinced my friend to buy a machine,” says Helbach. “There was one major problem, however. The diecutter didn’t work at performance levels expected and desired.”

Cutting Die Concept

In February 1995, with only a few weeks of “true retirement” under Helbach’s belt, Baysek Machines Inc. was formed and was quickly successful in automating a simple, effective method that facilitated a flat die process to a rotary anvil cutting process. This concept was a contributing force behind the English machine’s success.

In early 2001, when the English company discontinued manufacturing in the U.K., Baysek made a significant cash investment to fund the group of redundant English employees. Baysek initiated design changes of the initial prototype, adding servo technology in its new model C-1700 Cutter MK II, which improved its operation, speed and registration control. It was introduced to the

industry at six locations in the U.K., and four in the U.S. All machines continue to operate successfully.

Though all new Baysek diecutters are now manufactured in the U.S., United Kingdom based, Baysek Machines & Engineering Ltd., still operates as a parts and service hub for all of Europe under the direction of Technical Director Andrew Keighley, who has been a friend since 1994 and with Baysek for 15 years.



Technical Director,
Andrew Keighley

As technology constantly advances, the U.S. manufactured C-170 continues the same specifications, but with many improvements that minimize downtime and maximize operator convenience. The flat die, rotary anvil diecutter runs simple to complex, nick-free, fully automatically stripped jobs that are difficult or impossible to efficiently run on traditional rotary and platen diecutters. The servo driven machine handles sheet sizes from 20 x 20 inches to 55 x 67 inches. Flute thicknesses from F to B/C doublewall, solid board and thin board, singleface and open face corrugated are easily

mastered. Up to 60 finished pieces per cycle are accurately counted and neatly stacked at a maximum machine speed of 1800 sheets per hour. Print registration can be held to +/- 1mm and preprint flexo and litho laminated material can be successfully converted despite the inability to matrix score. With significantly less manpower than other methods, clean and orderly finished units exit the machine ready for shipping preparation at the control of one operator.

The Next Generation

In 1998 Helbach’s daughter, Lisa Waldoch, and her husband David Waldoch, joined Helbach in the family business. Lisa left Baysek in 2009 to tend to their growing sons, while David has remained in the business for 22 years. Currently vice president, David remains manager of operations, which includes administration, accounting, inventory control and on-site machining/manufacturing. “While David is hearing impaired, he certainly is not handicapped,” Helbach says. “At a young age, he learned to read lips and speak over learning to use sign language. With today’s added technology and communication options, he operates extremely well.”

Helbach’s daughter, Heidi Pronschinske, joined the company in 2010 as Marketing and Sales Manager. “Heidi has made a major contribution to our advertising program and trade show opportunities, and she has developed many new market areas with constant dedication to promoting our system, mainly in Europe, and attracting West Coast and other worldwide inquires,” Helbach says. “She has brought a more professional image to Baysek, as well as being responsible for several direct sales.”

In 2015, Dave Helbach's son, Mark, joined the company and became president in 2017. He spent 26 years in the municipal truck equipment industry in a variety of positions from sales to management before joining the family business. Helbach says his son is quite knowledgeable about the company and the corrugated industry. "Mark helped out with my former businesses, paying his way through four years of college to earn his Industrial Technology degree. Throughout his entire work career I've shared information about the industry," he says. "It is an opportunity that has always been his desire and we were fortunate enough to have him join David and Heidi. Between the three of them, and the rest of our employee family, I expect Baysek to have continual success."

Mark agrees. "We're fortunate to have a great staff of talented and dedicated people throughout the entire company. It has made for an easy management transition."

Though all of Dave's Baysek shares have transferred to his family, and all day to day responsibilities are at the direction of his family and their staff, Dave is still often found in the office and shop at Baysek's headquarters.

International Reach

With various diecutter models on every habitable continent in the world, in July of 2015, Baysek delivered its first American built model C-170 to an EU customer. The CE Certified C-170 was installed at a box plant in Spechtsbrunn, Germany. The machine is available for demonstration by appointment through Baysek's Central European Agent, Alexander Kraft of Design & Technik, and Northern European Baysek Agent, Robert Jess.

"We were proud to sell a machine in Germany, the 'home of

great engineering' and some of our industry's most innovative equipment," Dave Helbach says. "Having a new C-170 diecutter in Germany was the start of good things in Europe."

Adds Mark, "We've continued to form European alliances that have benefited both Baysek and its customers in that marketplace. We've greatly increased our growth in Europe and throughout the world in the last five years."

Dave Helbach attributes the company's growth, both domestically and internationally, to proven

machine designs, successful vendor relationships, and dedicated employees. Eighteen full-time employees work at the 28,000-sq-ft manufacturing facility and headquarters. "We have an excellent staff of two engineers and product developers, three road service engineers, one inside journeyman wireman, and two after-sales servicers of parts and consumables, all self-starters under the direction of Ryan Hetzel, our technical service manager," he says. "All Baysek employees are considered family."

They say you must "Be First or Be Better."

Baysek
INCORPORATED
25 Years of Service

Baysek C170

Nick-Free Multiple-Out Die Cutting

ONE Operator

Proven Predictable Profitable

- ▶ One Operator
- ▶ Fully Automatically Stripped Waste
- ▶ No Nicks/Tags or Angel Hair
- ▶ Simple One-Cuts to Complex Multi-Outs
- ▶ Micro-Flute through Triple Wall
- ▶ Solid/Thin Board
- ▶ Foil/Foam/Printed Laminates
- ▶ Single/Open Face
- ▶ Accurately Counted & Neatly Stacked
- ▶ Ready for Shipping Preparation Upon Machine Exit, Load after Load...



The Nelsonville, Wis. headquarters.

BAYSEK'S MACHINE MODELS INCLUDE THE C-170, C-190, C-1700, AND THE NEWEST MEMBERS OF THE LINE, THE 6072 LOAD TURNER AND THE EL-150 DIECUTTER.

In addition to a strong and knowledgeable inside staff, Baysek has been fortunate to work with Vern Engle of Equipment Sales, Inc. "Vern began at Baysek in 1996 and has been instrumental in North American sales growth within Baysek Machines, mainly East Coast U.S.," states Helbach. Dave and Vern also worked together in the 1980s and 1990s at one of Dave's former businesses. Truly keeping it all in the family, Vern is the husband of Dave Helbach's niece, Peg Engle.



A C-170 diecutter under construction in the company's facility in Nelsonville, Wis.

Rolf Erisman of RJE Machinery, Inc. in Clifton, Tenn., employs five to six fabricators and assemblers full-time for C-170 builds. All service and warranties, as well as retrofits, rebuilds and new model R&D,

are handled out of the Amherst/Nelsonville office. When not assisting customers, the Baysek service team, along with an additional three-man team of fabricators assembles C-170 builds at Baysek headquarters.

Vern Engle of Equipment Sales, Inc.



The service team, from left, Jamie Jastromski, John Stetter, Ryan Hetzel, Troy Werachowski and Shawn Sabec.

THE FLAT DIE, ROTARY ANVIL DIECUTTER RUNS SIMPLE TO COMPLEX, NICK-FREE, FULLY AUTOMATICALLY STRIPPED JOBS THAT ARE DIFFICULT OR IMPOSSIBLE TO EFFICIENTLY RUN ON TRADITIONAL ROTARY AND PLATEN DIECUTTERS.

From left, David Waldoch, Heidi Pronschinske, Dave Helbach and Mark Helbach.



Baysek's machine models include the C-170, C-190, C-1700, and the newest members of the line, the 6072 load turner and the EL-150 diecutter. "We are adding to our load turning line for removing dunnage and damaged sheets to serve the C-170 conveyor infeed features with precisely aligned piles for feeding," says Mark Helbach. "In fact, nearly 40% of new C-170 sales were accompanied with load turners in 2019 and the trend is continuing in 2020. We are also continually developing machine improvements and ancillary support components to improve the productivity of the existing C-170 line as technological advancements allow. Baysek now handles a wider variety of materials – singleface, solid board, foam laminated, coated and triplewall – likely more than any other diecutter manufacturer."

"To support the small to medium run market, Baysek developed the EL-150 diecutter. In short, it offers the same automatic nick-free diecutting method at about half the speed

and half the price of the flagship C-170," adds Mark Helbach. "The first installation went into production in Piedmont, S.C., in July 2019. With a standard format of 48 inches or 96 inches through and 52 inches across, we look for this to be a great asset to smaller businesses or those looking to run even larger format items. Custom builds are available upon request."

Baysek is further expanding its equipment line later this year to initiate an up and coming industry application. Watch for more info and a formal introduction this September at SuperCorrExpo 2020.

Humble And Proud

"Dad's interest in machines is the result of his inquisitive nature, always wanting to know how they operate and researching ways to make them better," says Pronschinske. "Having been a product producer in the corrugated industry and knowing what he wanted and needed at the time to make his businesses successful, he has the

insight and gift of intuition as a supplier of innovative equipment."

"There was never a question in my mind that Baysek would be successful. It has just taken a bit longer than expected," Helbach says. "I'm not an engineer, but I knew what I wanted and I was always able to find other talented people to help build it. And anything we've ever built, we made sure it performed before we put it in the field. We've always worked that way."

Helbach and his family are both humble and proud of the company's success, choosing, as it always has, to focus on the customer. "We care for our customers, we really do," they all agree. "Customers are the best resources from which Baysek to learn so we can continue to meet their needs, now and for the next 25 years."

Helbach adds, "All of the people I worked for, worked with, and those who worked for me throughout nearly 60 total years in the industry have provided opportunities and contributions for an exciting and gratifying career." ■