**PRESS RELEASE**

**Mex, Switzerland, 13th March 2025**

**BOBST’s Application Management arrives for the folding carton and corrugated industries to boost strategic decision-making**

*“In any moment of decision, the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing.”*

* Theodore Roosevelt

Every day in the packaging industry, key decisions are made which are crucial to the success of brands and companies.

For brand owners, it might be decisions around packaging substrates or development processes to maximize the launch of a new product.

For converters, it might be decisions around which solutions to invest in to enable a much-needed competitive advantage.

There are so many strategic choices to be made, which can make or break a brand, or transform a converter from an also-ran to an industry leader. And in a fast-moving and highly competitive industry, they need to be made quickly, and accurately.

Wouldn’t it be good if brand owners, printers and converters had an industry expert by their side as a strategic partner providing tailored counsel and advice to ensure all those big decisions are correct?

That is now a reality, with BOBST Application Management. The hands-on innovative consulting service from BOBST was recently launched in January 2025 for the folding carton and corrugated industries, following great success in the flexible packaging industry.

**An industry expert by your side to steer you in the right direction**

The Application Management service is tailored to the specific needs of converters, printers and brand owners, providing technical advice and support along each step of the value chain. Its value is rooted in the fact that BOBST has been an industry leader for many decades, with expertise at every stage of the value chain, with extensive experience in solving common customer pain points and navigating current and future trends.

“BOBST is one the world’s main contributors to the packaging value chain through printing, embellishing, creasing, cutting, folding, and gluing solutions,” said Philippe Domansky, Application Manager for Folding Carton and Corrugated, who himself has over 30 years of experience in packaging engineering and working with folding carton converters and brand owners. “The Application Management service includes deep expertise upstream and downstream in the converting process. This includes material selection, packaging design and assessment of expected performance during the final utilization of the folding carton or corrugated solution through the brand owner’s supply chain, including filling and packing processes.”

**How does it work in practice?**

A typical scenario is when a customer is facing a major decision for their business. For example, perhaps a converter has been asked by their brand owner customer to develop a solution to replace a single use rigid plastic container with fiber-based packaging, which is compatible with various recycling processes. The BOBST Application Manager would then support the development of the solution by defining the material, the packaging design, specifications and the optimized converting process, to deliver a customized solution aligned with the end user guidelines and constraints.

On the other hand, a customer may just want some general counsel and guidance on how to improve their business, ensure they are well prepared for the future, or understand how to get ahead of the competition.

The launch of Application Management for the folding carton and corrugated industries follows the success of the service in the flexible packaging industry, which launched in 2023. Several best practice consultations have followed.

For example, one customer wanted to explore a new business opportunity in the specific end-use market of confectionary bars and consulted with BOBST Application Management around the evolution of packaging materials. Specifically, they were uncertain about which technology to invest in, with various factors like cost structure, future viability, and quality muddying the water. Through detailed consultations, the customer gained valuable insights and clarity, which enabled them to make a confident decision, leading to an investment which has already proven its worth.

“Application Management is an incredibly bespoke service, which customers can utilize in any way they prefer – whether to help them make a single important decision, or to provide an ongoing strategic partnership,” said Philippe Domansky. “Ultimately, it’s about listening to our customers, understanding exactly what they need, and working side-by-side to find the solution that works specifically for them and that will take their business to the next level.”

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**About BOBST**

We are one of the world’s leading suppliers of substrate processing, printing and converting equipment and services for the label, flexible packaging, folding carton and corrugated industries. Our vision is to shape the future of the packaging world based on four pillars: connectivity, digitalization, automation and sustainability.

Founded in 1890 by Joseph Bobst in Lausanne, Switzerland, BOBST has a presence in more than 50 countries, runs 21 production facilities in 12 countries and employs more than 6 400 people around the world. The firm recorded a consolidated turnover of CHF 1.891 billion for the year ended December 31, 2024.

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