**PRESS RELEASE**

**Mex, Switzerland, 10 February 2023**

**Open House to demonstrate BOBST One complete solution**

**Bobst Indonesia, in cooperation with its customer PT. Samheung Indonesia, will be hosting an Open House on 14 March 2023 to showcase live production of flexible packaging printed and converted on the latest BOBST equipment.**

Attendees will be able to experience first-hand BOBST One complete solution for flexible packaging which builds on the company’s industry-leading printing, metallizing, coating, and laminating technologies. Helping converters worldwide provide exceptional quality and sustainable manufacturing, One complete solution is a portfolio of end-to-end workflows that optimizes production by connecting each step, from initial production file and pre-press operations through printing and converting to the final finished reels of flexible packaging, whether the substrate is fibre-based or high-barrier functional films.

The one-day event will start at Nuanza Hotel with a program of informative presentations, where expert speakers will take a deep dive into BOBST technologies, such as oneECG for digitalized extended color gamut printing, Digital Inspection Tables (DIT) for quality control, and smartGPS for automated register settings, along with its 24/7 service and support offering. There will also be a talk from customer and technology partners. After lunch, the event continues at the Samheung factory in Cilangkara, in the Serang Baku district, Bekasi, West Java.

“The flexible packaging industry is under enormous pressure to deliver faster, with less waste, and consistently high quality at low cost despite the incredibly challenging market conditions,” said Bill Duckham, Technology Sales Director Flexo, at BOBST. “The One complete solution combines all the process steps into one smooth workflow to optimize production and eliminate waste. We will be showing this innovative concept in action during the BOBST Open House in Indonesia and explain in detail how it can support converters to be competitive and profitable in this segment.”

Visitors will be able to experience BOBST’s CI flexo capabilities demonstrating high-quality printing with solvent-based inks, combined with advanced finishing and converting solutions, with BOBST technology experts on hand to fully demonstrate the machines and associated tools.

This is the second time Samheung has opened its doors to show visitors its capabilities, following a successful BOBST Open House held in 2018. Its modern factory specializes in producing products for the hygiene segment for national and international brands, including Unicharm Indonesia, Kimberly Clark, and Procter & Gamble, with systems in place that efficiently manage the whole manufacturing process from printing and laminating to slitting and bag making.

“BOBST has knowledge and the solutions to offer complete end-to-end solutions for flexible packaging, allowing converters to deliver the ultimate in productivity and quality for their customers. The Open House will be the perfect opportunity to discuss and analyze the many demands converters are facing in today’s market and explain the many benefits of BOBST’s holistic approach and we are very grateful to Samheung for partnering with us,” said Hengki, Sales Manager, Bobst Indonesia.

Please follow this link to register for the event <https://bit.ly/3YnIgAc>.

**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 board industries.

Founded in 1890 by Joseph Bobst in Lausanne, Switzerland, BOBST has a presence in more than 50 countries, runs 19 production facilities in 11 countries and employs more than 5 800 people around the world. The firm recorded a consolidated turnover of CHF 1.563 billion for the year ended December 31, 2021.

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