**PRESS RELEASE**

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**BOBST showcases recyclable packaging materials at Pack Expo 2023**

**BOBST will share its latest developments in more sustainable packaging at Pack Expo 2023.**

oneBARRIER PrimeCycle and FibreCycle, the new mono-material, recyclable materials from BOBST, will feature on the company’s booth at Pack Expo 2023 in Las Vegas from September 11-13.

Part of BOBST’s expanding portfolio of more sustainable packaging options, the oneBARRIER range is recycle-ready while retaining excellent barrier qualities. PrimeCycle is a polymer-free solution for full PE barrier applications, while FibreCycle is a full-paper option that helps the industry cope with increasing demand for more paper-based packaging options.

Visitors to BOBST’s exhibit on Booth 9712 will also be able to learn about its VISION CI Flexo press, a highly modular tool for converters that offers leading performance for production lengths on a wide range of substrates.

Furthermore, the company will showcase its end-to-end solutions for the folding carton (FC) market, including litho-laminators, alignment technology, folder-gluers and much more.

Emilio Corti, Business Director Americas at BOBST, said: “Making packaging more sustainable is one of the most significant – and the most pressing – challenges facing the modern packaging industry. Our oneBARRIER solutions help converters meet their sustainability goals without compromising on barrier performance, enabling them to go further, faster on their journey towards net zero.

“Both PrimeCycle and FibreCycle have important parts to play in improving the sustainability of your printing, and alongside our VISION CI Flexo press, this exhibit will show why BOBST is at the forefront of offering leading performance in the modern packaging industry. We’re very excited to attend Pack Expo International and connect with our partners and customers, sharing our latest innovations in efficient and more sustainable options for converting.”

oneBARRIER products are designed to offer a family of new alternative and more sustainable material solutions for modern, environmentally-conscious converters. Representing a breakthrough for the industry, these materials have both been certified as recyclable.

PrimeCycle enables converters to replace or substitute mixed polymer multi-layer based flexible packaging structures with a mono-material, EVOH-free PE based solution. Developed in partnership with Dow, Zermatt, Michelman and Sun Chemical, its unique design means it is suitable for high or ultra-high barrier applications that typically require additional materials to reinforce the packaging.

FibreCycle packaging, developed in partnership with UPM and Michelman, provides a paper-based alternative with a metallized coating that is compatible with widely available paper recycling streams.

The VISION CI Flexo press ensures repeatable consistency and waste reduction while enabling fast installation and set-up. Designed for wide web flexo printing, it offers superior print quality while reducing waste.

For the FC market, BOBST produces end-to-end solutions that can help customers optimise every aspect of their production, from lamination to strapping finished packs together. Working together, products like the MASTERSTAR litho-laminator, POWER ALIGNER, MASTERCUT 1.65 and EXPERTFOLD make it simple to improve every step of the production workflow.

Its SPEEDPACK system offers complete automation, handling the entire packaging process without the need for manual intervention – freeing up staff to focus on other critical tasks.

BOBST is a world-leading supplier of substrate processing, printing and converting equipment and services for the label, flexible packaging, folding carton and corrugated board industries.

To register for Pack Expo 2023, [click here](https://www.xpressreg.net/register/PACK0923/landing.asp?sc=&trk=&pr=&aban=&hkey=&iq=&vip=&tm=&EINUM=&eid=&_ga=2.54121386.389911776.1688741613-1598237316.1688741613).

**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 6 100 people around the world. The firm recorded a consolidated turnover of CHF 1.841 billion for the year ended December 31, 2022.

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