**PRESS RELEASE**

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**Anjou simplifies labels production with BOBST DIGITAL MASTER 340**

The label market is constantly evolving, and customer requirements are becoming more complex. To help simplify its label production, Anjou Etiquettes, a family-owned label converter located in Montreuil Bellay, in the Maine-et-Loire department in France, has invested in a new BOBST DIGITAL MASTER 340.

From simple monochrome labels to colorful multilayer labels, it is crucial to deliver quality at every stage of the production process including variable data and all in a short period of time. Labels are ubiquitous, but many of them require intricate production processes to meet the expectations of brand owners.

**Technical Power**“The BOBST DIGITAL MASTER 340 is the ideal solution for the current challenges,” says Laurent Bossy, co-manager of the company along with Sabrina Chardonneau. “The machine effortlessly handles print runs ranging from 1,000 to 15,000 linear meters or more. We run the press every day, and I must say I'm impressed by its print quality and speed. We can achieve a resolution of 1200x1200 dpi at a speed of 100 meters per minute.”

**Modularity and Upgradability**Another significant advantage of the new press is its ability to incorporate new modules, such as a varnishing unit or a semi-rotary die-cutting module, all designed and supplied by BOBST. The modularity and on-site upgradability of the DIGITAL MASTER 340 are major advantages for converters, allowing them to safeguard their initial investment and grow at their own pace.

**Quality**A significant advantage of the DIGITAL MASTER 340 for Anjou is the built-in calibration and quality control module – BOBST ACCUCHECK. It takes care of everything, from head calibration and alignment to registration and 100% inspection of the printed web. “Inspecting all of our labels ensures that we deliver the highest quality to our customers, and we maintain an average production waste of just 2%,” says Mr. Bossy.

**Partnership and Values**The decision to partner with BOBST was based on shared company values – professionalism and authenticity. “We chose BOBST for their true essence of partnership and professionalism of their teams,” says Mr. Bossy. The DIGITAL MASTER 340 was delivered, installed, and operational in less than a week. The service team trained all the employees, adapting to their capabilities. “The ramp-up process was seamless, without any pressure. The new press integrated straight into our facilities and processes.”

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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 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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