**EVENT RELEASE**

**Mex, Switzerland, 11th October 2023**

**BOBST showcases end-to-end solutions at a special event for Turkish carton board converters**

BOBST was pleased to welcome distinguished delegates from KASAD (the Cardboard Packaging Manufacturers Association Turkey) at the BOBST Packaging Center in Mex, Switzerland and demonstrated its commitment to the industry vision deployment, focusing on end-to-end solutions, innovative equipment, and novel packaging solutions.

The event hosted 32 prominent companies from across the Turkish packaging market, including the General Secretary of KASAD. This was an opportunity for BOBST to showcase its dedication to enhancing production flow efficiency across the entire product portfolio and demonstrated its deep understanding of market trends, customer needs, and future industry dynamics which underscores its leadership in the converting world.

The technologies demonstrated a full PDF-to-production workflow, showing the power and efficiency of a connected production line with live samples. The BOBST solutions featured were the multi award-winning Digital Inspection Table (DIT), NOVAFOIL 106 hot foil stamper, MASTERCUT 106 PER Autoplaten® die-cutter and VISIONFOLD 110 folder-gluer machines.

A further highlight of the event was the ground-breaking digital and connected production flow solution - BOBST Connect. By directly connecting die-cutting tools to machines within a centralized hub, BOBST Connect streamlines recipe management, performance monitoring, and equipment maintenance. Combined with enhanced automation, this innovation significantly improves production efficiency, precision, and ergonomics, setting the stage for the future of carton production environments.

Marco Lideo, Head of Product Line Die-cutters, Stampers, Flexo and Litho-laminators at BOBST, commented: “We are delighted to welcome KASAD members to our Competence Center. We were particularly excited to demonstrate BOBST Connect among many important innovations from the BOBST folding carton range. Ideal for today’s digitalized and automation-friendly workflows, the BOBST Connect brings data and digital services together. What this brings to packaging converters is better machine insights, process management, and production data, ultimately empowering manufacturers with better planning, decision-making, and optimization capabilities.”

To learn more about BOBST and its solutions for the printing and packaging sectors, please visit [www.Bobst.com](http://www.Bobst.com)

**./.**

**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.

**Press contacts:**

Gudrun Alex
BOBST PR Representative

Tel.: +49 211 58 58 66 66

Mobile: +49 160 48 41 439

Email: gudrun.alex@bobst.com

Mohamed Hassairi

BOBST Regional Marketing & Communications Manager

Tel.: +216 71 80 81 28 Ext.129

Mobile: +216 98 303 888

Email: mohamed.hassairi@bobst.com

**Follow us:**

Facebook: [www.bobst.com/facebook](http://www.bobst.com/facebook)
LinkedIn: [www.bobst.com/linkedin](http://www.bobst.com/linkedin)
YouTube: [www.bobst.com/youtube](http://www.bobst.com/youtube)