**PRESS RELEASE**

**Mex, Switzerland, 24th October 2024**

**A strategic leap in packaging excellence: Miracle Group invests in BOBST NOVACUT 106**

**The Miracle Group, a leading name in India’s packaging industry, has reaffirmed its commitment to innovation and excellence by investing in a versatile BOBST NOVACUT 106 die-cutter. This strategic decision resulted in an impressive 25% increase in productivity, testament to the company’s forward-thinking approach and dedication to quality.**

The investment in a BOBST NOVACUT 106 flatbed die-cutter aligns with Miracle Group’s strategy of staying ahead in the highly competitive packaging industry. Known for its cutting-edge technology and precision, the NOVACUT 106 - Autoplaten® die-cutter offers best-in-class efficiency and productivity through its high level of automation. For a company like Miracle Group, which thrives on innovation, it represents an opportunity to push the boundaries of its capabilities.

“Our pursuit of packaging excellence and unwavering commitment to quality, innovation, and customer satisfaction led us to the BOBST NOVACUT 106,” said Amit Agarwal, Director Miracle Group. “This versatile and highly productive die-cutter gives us the ability to deliver meticulously crafted packaging that meet the exact specifications and requirements of our discerning customers.”

**Growth through innovation and acquisition**

Headquartered in Jaipur, Miracle Group has always believed in evaluating both human and machine capacities, guided by the motto, “We Can Make It Happen.” This philosophy fuels the group’s drive for improvement and innovation. The BOBST NOVACUT 106 fits perfectly into this vision, providing the technological boost required to achieve record production levels.

As a one-stop solution for all packaging needs with a strong presence across India, Miracle Group offers a wide range of packaging products, including mono cartons, corrugated boxes, flexible packaging, labels, HDPE jars, advertising materials, and rigid boxes.

Established in 2009 by visionary brothers Hemendra, Lokesh, and Amit Agarwal, the company has grown exponentially since its inception, and today, it employs over 1,500 dedicated staff across its seven production sites. The recent acquisitions of Sattik Packaging in Kolkata and Shivalik Containers in Himachal Pradesh in 2024 further expanded its geographic footprint and diversified its offerings.

**Increased productivity and dedication to excellence**

Miracle Group’s adoption of the NOVACUT 106 flatbed die-cutter has already yielded impressive results. By implementing the pre-make ready (PRE-MR) system for three jobs simultaneously, the company has seen a remarkable 25% increase in productivity and output. The machine consistently operates at a productivity rate of nearly 7,000 sheets per hour, a testament to its efficiency and the company’s dedication to operational excellence.

The success of this partnership goes beyond the machine itself. BOBST has been a crucial partner, providing technical support, timely recommendations, and preventive maintenance, all of which have helped Miracle Group optimize its use of the NOVACUT 106. The collaboration between Miracle Group and BOBST has ensured that the machine operates at its highest potential, delivering consistent results and pushing production boundaries.

One of the key innovations Miracle Group has embraced is the Just-In-Time (JIT) strategy, which has proven to be a game-changer. This approach has allowed the company to meet its production goals with precision and efficiency. In addition, meticulous planning and team training have been pivotal in reducing make-ready times and minimizing waste.

The quality control measures in place ensure that the high-speed die-cutting process remains flawless. The quality team at Miracle Group is trained to detect and correct defects in real-time, ensuring that the output meets the highest industry standards.

**Collaboration and innovation leadership with BOBST**

However, Miracle Group is not content with its current success. The company is committed to continuously setting higher targets and optimizing its use of the NOVACUT 106 to drive further growth. This relentless pursuit of excellence is what sets Miracle Group apart and positions it as a leader in the packaging industry.

Gurvinder Singh, Service Manager Indian Subcontinent at BOBST, said: “Miracle Group’s investment in the BOBST NOVACUT 106 is more than just a business decision; it’s a strategic move that highlights the company’s commitment to innovation, efficiency, and growth. By leveraging cutting-edge technology and a strong partnership with BOBST, which provides support based on the FFAT principle (Fast, Flexible, Asian and Transparent), Miracle Group continues to set new benchmarks in the packaging industry, positioning itself as a powerhouse in both capacity and capability.”

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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. 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 6 300 people around the world. The firm recorded a consolidated turnover of CHF 1.960 billion for the year ended December 31, 2023.

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