**PRESS RELEASE**

**Mex, Switzerland, 9th December 2024**

**All4Labels empowers its digital transformation with BOBST partnership**

All4Labels, one of the world’s leading print and packaging companies, has strengthened its partnership with BOBST to power a global digital transformation of its processes.

All4Labels recently added two BOBST innovations to its suite of over 250 machines worldwide – a BOBST NOVACUT 106 and BOBST EXPERTCUT with Power Register – in the latest step of a strategic partnership lasting over 15 years to date.

Guenther Weymans, All4Labels CEO, states “As leaders in the realm of digital and sustainable packaging, we prioritize the use of digital technologies to refine our processes and respond to the changing preferences of consumers. The integration of interconnectivity and automation is essential for us to create the smart factories of the future, where sustainability and digital advancement coexist seamlessly.”

BOBST is sharing with the All4Labels Group's the same values and commitment to continuously improving workflows with the aim at enhancing communication with customers, streamlining the supply chain, and driving continuous development in quality and safety performance.

Jens Nilsson, COO of All4Labels, said, “We have made substantial investments in new BOBST machines that greatly enhance our production capacity, leading to improved workflows and overall efficiency on our production line. This upgrade is essential as we scale our operations to better meet larger order demands.

“Our customers are always looking for the most advanced packaging solutions, and the capabilities of the BOBST machines allow us to provide high-quality and innovative packaging while also exploring new market opportunities. These machines integrate seamlessly with our existing ERP systems, significantly boosting our overall operational efficiency."

The results of this partnership and both parties’ commitment to innovation and excellence can be seen in a new video testimonial that can be found on the BOBST website here: <https://youtu.be/Fltlk8XZ8KQ>

“Consumer tastes are changing faster than ever before,” explained Ludovico Frati, Sales & Marketing Director Folding Carton, Digital Printing and Converting at BOBST. “Converters need to adapt quickly and frequently to ensure they guarantee consumer satisfaction and the security and traceability of their products.

“With a partner like All4Labels, which fully believes in the power of automation, connectivity, and digitalization to guide us towards a more sustainable future, we can develop the technology that will shape the future of packaging in a more sustainable way.”

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To learn more about BOBST and its market-leading range of printing and converting equipment and services, visit [www.bobst.com](http://www.bobst.com).

**About All4Labels**

The owner-managed All4Labels Global Packaging Group is one of the world’s leading label companies – a pioneer in sustainable and digital packaging solutions with 56 worldwide facilities, over 6,000 employees, and more than 13,000 customers. Global cross-market expertise makes it a partner of choice for many local and multinational companies.

All4Labels is a global hub for innovation, and for unmatched solutions that include pressure sensitive labels, shrink sleeves, and flexible packaging. Digital technology and sustainability gains are key business drivers, achieved through close collaboration with customers and partners. Triton has been the major shareholder of the All4Labels Group since 2019.

[www.all4labels.com](http://www.all4labels.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. 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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