**PRESS RELEASE**

**Mex, Switzerland, 5th September 2025**

**BOBST partners with BJC Graphics to distribute Label solutions in Thailand**

BOBST has appointed Berli Jucker Public Company Limited (BJC Graphics) as its exclusive distributor for inline flexo solutions in Thailand’s label market. This strategic partnership reinforces BOBST’s dedication to delivering innovative, high-quality, and efficient label and packaging solutions globally.

Headquartered in Bangkok with over 140 years of expertise, BJC Graphics will distribute BOBST’s advanced Inline flexo portfolio, including the MASTER M5, MASTER M6 and the VISION M1 flexo presses, designed for label and packaging production. These inline flexo solutions provide Thai converters with cutting-edge technology, integrating the key pillars at BOBST: automation, digitalization, connectivity, and sustainability for optimized production workflows.

Peter Woods, Zone Business Director for PL Labels, APAC Region at BOBST, said, “We’re excited to collaborate with BJC Graphics to strengthen our presence in Thailand. With BJC’s established market position and technical expertise, customers will benefit from world-class technology and exceptional local support.”

The VISION M1 delivers cost-efficient label production across various PS label substrates, offering high print quality, operational flexibility, and customizable configurations. The MASTER M5, designed for full workflow digitalization, minimizes downtime and waste, and its substrate versatility is crucial and allows converters to produce labels, flexible packaging, and light cartons. With configuration options for print cylinders or sleeves, it is ready for oneECG technology, delivering repeatable print consistency across applications, over time, and regardless of operators’ skills. The MASTER M6 supports diverse applications, including labels, flexible packaging, and folding cartons, with features like compliance-ready monitoring for food-safe packaging, and most of all DigiFlexo automation offering the invaluable possibility to profitably produce short run packaging.

BJC Graphics will enhance market access through customer events, demonstrations, and personalized consultations to showcase BOBST’s inline flexo capabilities. Their local team will provide technical support, color management, and operator training to maximize productivity and quality.

Paiboon Chutimapongrut, Vice President – Graphic System at BJC Graphics, added: “We have built our strong reputation on delivering advanced printing technologies and expert support to the Thai market. With decades of experience in digital, flexo, and prepress solutions, we understand the challenges and opportunities facing local market converters today. Our focus has always been on helping customers improve efficiency, enhance quality, and stay competitive in a rapidly evolving industry.

 “We are pleased to join forces with BOBST, a global leader in inline flexo label and packaging technologies. This partnership strengthens our ability to provide end-to-end support - from equipment supply to technical service and training - ensuring that our customers can make the most of the innovation BOBST offers. We look forward to working closely with BOBST to help Thai converters achieve their efficiency and sustainability goals and drive the industry forward”.

For more information, visit [www.bobst.com](http://www.bobst.com/) or <https://graphics.bjc.co.th/>.

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**Caption:**

From left to right: Jiraporn Tongtem, Product Manager BJC; Peter WOODS, Zone Business Director Label; Paiboon Chutimapongrut, Vice President BJC; Nigel Tracey, Head of Sales, Business Unit Printing & Converting

**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 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 6 400 people around the world. The firm recorded a consolidated turnover of CHF 1.891 billion for the year ended December 31, 2024.

**About Berli Jucker Public Company Limited (BJC Graphics)**

Established in 1882, Berli Jucker Public Company Limited (BJC) stands as a cornerstone of Thailand's industrial evolution. Over its 140+ year history, BJC has transformed from a pioneering trading firm into a diversified conglomerate with a robust presence across Southeast Asia.

Headquartered in Bangkok, BJC operates through four key supply chains: Packaging, Consumer, Healthcare & Technical, and Modern Retail. The company is renowned for its comprehensive packaging solutions and its extensive portfolio of consumer products spanning food, beverages, and household goods. Notably, BJC is a leading beverage manufacturer in Thailand, producing iconic brands such as Chang Beer, Oishi Green Tea, and 100Plus.

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