**PRESS RELEASE**

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**Embossing Plus increases value-adding capabilities with BOBST NOVAFOIL**

**Ever since Embossing Plus decided to bring in larger format finishing equipment 20 years ago, BOBST has been a valued partner for the Minnesota-based company. Now the trade finisher is accelerating its offering with a new BOBST NOVAFOIL 106 hot foil stamper featuring premium cross and inline foiling to provide cost-effective and versatile embellishment options.**

An array of BOBST flatbed die-cutters, folder-gluers and foiling machines have enabled Embossing Plus, Inc. to deliver a full range post-press services to customers across the United States since 2003. The trade finishing supplier prides itself on offering the highest quality craftsmanship and exceptional customer service, and the company is known in the industry for meeting even the most impossible deadlines.

The decision to add a NOVAFOIL 106 was made in response to customers’ demands for highly embellished print products, very short lead times and to maintain the company’s competitive edge. “We count ourselves among the nation’s premier print finishing companies, and our capacity and capabilities are nearly unmatched. To stay in this position, we continue to invest in innovative and productive technologies, most recently with the purchase of the impressive NOVAFOIL 106, which is our sixth BOBST press,” said President and CEO Leon Spencer.

**Acquiring to stay ahead**

Embossing Plus, Inc. was established in 1987 by Leon Spencer who today runs the company together with co-owner and vice president, Jim Flannery. Providing laminating, coating, foil stamping, embossing, die-cutting, folding-gluing and more, the company acts as a finishing hub for a wide range of print buyers, agencies, in-plants, converters, and traditional commercial printers. At the 50,000 sq. ft facility in Minneapolis, Embossing Plus also manufactures steel rule dies and offers prototype development, working closely with customers to achieve the best solution for their products.

Over the years, Embossing Plus has acquired several competitors, including AMG Laminating in late 2018, and McIntosh Embossing which was folded into the company in 2022. “Our acquisitions have allowed us to add even more experience and highly skilled expertise to the company, which really benefit our customers,” explained Leon. Dave McIntosh, who was the owner of McIntosh Embossing for 30 years, said, “Our staff joining the team at Embossing Plus has helped to create one of the largest and most accomplished print finishers in the US. It also added another great BOBST machine to the production floor.”

**Taking hot foiling to the next level**

Launched in 2021, the NOVAFOIL 106 has been developed to allow efficient, versatile and cost-effective multi-color foiling. From adding intricate designs to laying down large areas of solid metallic effects, the NOVAFOIL shines, and the machine is also capable of embossing, debossing, and applying holograms. Highly precise and excellent embellishment quality is guaranteed thanks to the specially developed platen section, which has a prolonged dwell time combined with increased temperature and higher pressure during the foiling process. Cutting downtime to a minimum, it incorporates a high level of automation which also reduces the potential for human errors wasting foils and materials.

The team at Embossing Plus can now create more value for customers as well as enjoy high productivity with an output of up to 7,000 sheets per hour depending on the complexity of the job design. Faster makereadies, user-friendly ergonomics, semi-automatic foil roll changeovers, and great machine stability further contribute to the efficiency, while the intuitive navigation of the HMI and automatic setup for repeat orders make life for the company’s operators simple and easy.

Specifying the NOVAFOIL with the optional cross foiling module has given the company a more cost-effective and sustainable way of foiling as it allows them to cover designs using less of the expensive materials. Leon explained that according to their estimates, “We are seeing amazing savings on foil of up to 50% on some jobs due to the cross foiling capability. Obviously, this saves an enormous amount of money on large jobs, as well as time and waste, meaning we can deliver faster and at a great price.”

He added, “Our BOBST FOILMASTER from 2005 is still going strong, so it has been interesting to install this next-level hot foil stamping technology which is offering so much more in terms of automation, flexibility and cost-efficiency in production.”

**Long lasting machinery and great partnerships**

With very high standards and a profound dedication to its customers, Embossing Plus chooses supplier partners and machinery with the greatest care. The NOVAFOIL is the company’s sixth investment with BOBST, and Leon is certain that the hot foil stamper will be part of the inventory at Embossing Plus and serve customers well for many years to come.

“We know from experience that BOBST has some of the longest lasting machines in the market, so if anyone is looking to invest, I would definitely recommend them. You can of course buy cheaper machines, but then you will no doubt be looking at replacing them in just five or six years. With BOBST, you know that the machine will last you a lifetime and that it is always well supported by highly qualified engineers,” he stated.

Dave McIntosh concluded, “We now have four BOBST foilers and two die-cutters working away under our roof. The steady purchase of machines from BOBST really shows the sustained growth of Embossing Plus, and our reliance on them as a partner in expanding our business.”

Brian Foley, National Service Manager, Corrugated, commented, “We have partnered with Embossing Plus for a long time and seen how the company has grown by dedicating themselves to providing exceptional post-press services and personalized customer support. With a great fleet of BOBST machines on board, the company is now also reaping the fantastic benefits of the new NOVAFOIL 106 hot foil stamper and we look forward to many more years of successful cooperation.”

**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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