**PRESS RELEASE**

**Mex, Switzerland, 2nd May 2023**

**BOBST Thailand presents roadshow in Bangkok focused on sustainability and innovation**

BOBST, one of the global leaders in packaging and label production, is proud to announce its upcoming roadshow on June 15–16, 2023, at the W Bangkok hotel, Thailand. Under the headline, “BOBST Packaging Solutions & Novelties with Partners”, the event will focus on sustainability and leading innovation by showcasing the latest technology advancements for the packaging and label industry.

BOBST continues to lead the way by developing new technologies that offer converters the flexibility and agility to reduce waste, improve efficiency, and minimize the impact on the environment. The roadshow will provide the perfect platform for industry professionals in Southeast Asia Pacific to come together to learn about turnkey sustainability solutions from BOBST, which are now available to help facilitate the industry transformation by 2025.

During the two-day event, participants will have the opportunity to attend presentations by experts in the field, network with industry peers, and learn about the latest BOBST innovations. Supplier partners will help cover the whole gamut of packaging and label manufacturing and include Apex International, AV Flexologic, Cito&Winwon, Esko, Kurz, Sharp, Siegwerk, Henkel, hhs, Michelman, Miraclon, Plasmatreat, Eternal Sakata Inx, tesa, UPM and Thai Orix Leasing.

The roadshow will feature a packed program of talks focused on topics such as sustainable high-barrier solutions for flexible packaging, e-commerce solutions for folding cartons and corrugated board, digitalization and automation of the printing and converting processes, extended gamut printing, premium embellishment, folding-gluing, die-cutting and tooling, remote assistance, life cycle management programs, finance options, and much more. Day 1 will focus specifically on innovations for flexible packaging and labels, while Day 2 will be given over to folding cartons and corrugated board. Both days will include information about BOBST Services in Southeast Asia, and end with a cocktail reception and networking party.

The event is the first of its kind to be held in Bangkok since 2015 due to the restrictions imposed by the COVID-19 pandemic. “Now that the pandemic is well and truly behind us, we are excited to welcome back the packaging community to our roadshow. This is a popular industry event that always provides attendees with the latest information about trends and developments which can help drive growth and sustainability, and not least profitability,” said Diego Accatino, Zone Business Director Flexible Packaging SEAP. “At BOBST, we are committed to working with our partners to develop solutions that benefit both our customers and the environment, and we believe that the roadshow will help to drive progress in this area,” said Xavier Michelet, Zone Business Director Folding Carton and Corrugated Board,

The roadshow is open to all industry professionals and is free to attend. To register for the event or learn more, please visit <https://bobst.com/RoadshowThailand>

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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.

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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