**PRESS RELEASE**

**Mex, Switzerland, 3rd November 2022**

**BOBST launches 3D CONFIGURATOR for DIGITAL MASTER series**

BOBST has announced the DIGITAL MASTER series 3D CONFIGURATOR, a new online tool that allows customers to create and visualize the exact press configuration they need for their business. By integrating digital and flexo technologies into one workflow, label converters can enhance their capabilities, reduce waste and improve efficiency.

BOBST launched the DIGITAL MASTER series in April 2022, underpinning its vision for the future of label production. This new family of All-in-One, All-Inline solutions, which is available in 340 and 510 mm print widths, combines digital and analogue technologies in a single press. Based on a fully modular and upgradable architecture, this enables customers to build a press that fulfils their current and future needs.

From simple pressure-sensitive to multi-layer and high-value embellished labels, the DIGITAL MASTER 340 and DIGITAL MASTER 510 provide converters with the high flexibility needed to maximize their productivity and adapt their production floor as well as cope with manpower shortages and substrates management.

“At BOBST, we understand that every customer has unique requirements, which is why we have developed the unique DIGITAL MASTER series platform. Now, converters can experience the modularity and versatility of DIGITAL MASTER series with the new 3D CONFIGURATOR, which enables them to configure their press based on their specific requirements,” said Patrick Graber – Strategic Marketing Manager.

With BOBST’s new 3D CONFIGURATOR, converters are given instant online access to view all possible modules – including flexo, delam/relam, multi-layer, combo coupon, hot foil, combo lamination, screen-printing, and semi-rotary and rotary die-cutting – which can be added, arranged, combined or removed from the base machine according to their current job basket. Each module is visualized in 3D with descriptions detailing their use and potential.

Once the configuration has been finalized, a full report with the details including press dimensions, will be presented. Customers can also get in touch with their local BOBST sales representative via the online tool to discuss and validate the choices.

BOBST 3D CONFIGURATOR for the DIGITAL MASTER series is available for both desktop and mobile devices: <https://configurator.bobst.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.

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 5 800 people around the world. The firm recorded a consolidated turnover of CHF 1.563 billion for the year ended December 31, 2021.

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