**PRESS RELEASE**

**Parsippany, NJ, January 31, 2022**

**BOBST to showcase the future of packaging at INFOFLEX**

BOBST has announced its participation at the **FTA trade show in Fort Worth, TX, on March 14–15.** The event, which will bring together suppliers, customers and the trade press from the flexographic industry in North America, offers the ideal opportunity for BOBST to present its vision for the future of packaging production.

Digitalization, automation, connectivity, and sustainability will be among the hot topics of conversation at the BOBST booth, where CI flexo technology and the full oneLABEL portfolio will be in focus. The company will share how it works to create solutions that answer the many challenges facing printers across the country.

Visitors will join BOBST’s technical experts to discuss existing and future innovations for label and packaging production, as the FTA celebrates the 40th iteration of INFOFLEX. This includes the VISION CI flexo press, which has been designed to deliver the most efficient performance for all production lengths on a wide range of substrates, and the broad oneLABEL portfolio, which encompasses inline flexo, digital and All-in-One label printing presses for fully optimizing the production floor.

“With over 1000 of our industry colleagues visiting the show, we have an excellent opportunity to discuss the latest BOBST technologies, which can help brand owners meet and even exceed customer expectations,” said Emilio Corti, Regional Market Director, Americas. “We are excited to hopefully return to a more regular schedule of in-person events, so we can continue to highlight BOBST’s innovative line of printing and converting equipment along with the excellent services we offer.”

With a presence in the whole of the flexible packaging market, BOBST offers a broad portfolio of equipment which includes vacuum metalizing, coating and laminating machines, in addition to rotogravure, CI flexo and digital printing presses.

Visitors can find BOBST at booth#215.

**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 5 600 people around the world. The firm recorded a consolidated turnover of CHF 1.372 billion for the year ended December 31, 2020.

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