**CUSTOMER CASE STUDY**

**Mex, Switzerland, 30 September 2025**

**Sales up, waste down: RotoFlexoPress sees rapid benefits from new BOBST NOVALAM S 550**

In a fast-changing and unpredictable packaging environment, a willingness to adapt and invest can help companies stay ahead. That’s certainly true of RotoFlexoPress (RFP), a converter based in Lebanon specializing in manufacturing, printing, and converting of flexible packaging. Established in 1970, the company has grown and evolved over the years, expanding its reach to Europe, Africa and the GCC countries, and today is at the very forefront of sustainable and innovative packaging manufacturing.

The company’s most recent investment is a BOBST NOVALAM S 550. Facing growing demand for barrier solutions, food grade packaging, and recognizing that precision, efficiency and reliability were non-negotiables, the team at RFP were convinced by the machine’s superior lamination quality, advanced web tension control and high production speed.

RFP’s wide range of bags, pouches, sleeves, and roll stock are no problem for the versatile BOBST NOVALAM S 550, which is designed to handle a variety of substrates including thin alu-foil, metallized film and thin stretchable materials. Installation is super quick – with plug and play installation, the NOVALAM S 550 can be in production, five days after arrival at the customer's site.

For RFP, the impact on the company’s business has been almost instantaneous.

“Since installing the NOVALAM S 550, we’ve increased lamination output by 30%, while downtime has dropped by 35%, saving 10 man-hours per week,” said Mr. George Habib, one of the Managing Partners at RFP alongside Joseph and Bassam. “The improved efficiency has helped us to boost sales by 12% and attract three new international clients.”

**Focused on a sustainable future**

Sustainability is a major focus for RFP – in part out of necessity. Lebanon’s unstable electricity grid and dependence on diesel generators significantly increases operational costs and disrupts production continuity. To mitigate this, RotoFlexoPress is actively investing in solar energy solutions and battery storage systems, ensuring greater energy independence, cost efficiency, and reduced environmental impact.

The NOVALAM S 500 contributes to the company’s push for greater sustainability too.

“The NOVALAM’s solventless technology ensures reduced emissions and lower energy consumption, supporting our sustainability goals and long-term cost savings,” said Mr. Joseph Habib, Managing Partner. “We have seen waste reduce by 20% and energy use reduce by 15%, helping us to reduce both costs and environmental impact.”

**A partnership of progress**

After a rapid plug and play installation at RFP’s site, BOBST’s technical team provided hands-on training to ensure a smooth start, enabling RFP’s operators to reach full production capacity quickly, minimizing downtime and accelerating ROI from day one.

The NOVALAM S 500 is not the first BOBST machine for RFP. The company began its partnership with BOBST back in 2012 with the acquisition of a FP-15S flexographic press, driven by a strategic move to enhance print quality, increase production efficiency, and work with a wider range of substrates. It was a pivotal moment for the company, allowing RFP to meet growing regional and international demand for high quality flexible packaging.

“Partnering with BOBST also aligned us with global standards and laid the groundwork for a long-term collaboration in technical support, operator training, and continuous innovation,” said Mr. Bassam Habib. “BOBST machines stand out for their unmatched reliability, precision engineering, and advanced automation, which translate into higher productivity and reduced waste. Compared to other manufacturers, BOBST offers superior build quality, intuitive interfaces, and faster job changeovers, all of which improve operational efficiency.”

Khaled Joundi, Business Director, BOBST, Middle East and Turkey, shared his enthusiasm about the partnership with RotoFlexoPress.

“I’m genuinely proud of the work we’ve done to bring this deal to life,” he said. “Partnering with this important Lebanese company feels like more than just business, it’s a meaningful step forward for both sides. It’s always rewarding to see collaboration turn into something real and impactful."

**Adapting and investing for tomorrow**

RFP already has an excellent foundation for the future but continues to grow and evolve to meet the needs of tomorrow.

To further strengthen the company’s commitment to sustainability, RFP is installing 160 lithium batteries and 270 additional solar panels, bringing the total to 1,310 panels. This major investment will enhance the RFP’s energy independence, while significantly reducing the company’s carbon footprint, reinforcing its position as a forward thinking, eco conscious manufacturer.

“This move allows us to optimize energy use, reduce costs, and ensure more resilient operations benefiting both our business and our clients who value responsible, future ready partners,” said Mr. Bassam Habib. “At the same time, we are moving our business toward greater specialization in sustainable and customized packaging solutions, with a strong focus on serving emerging brands and startups. As demand grows for ecofriendly materials, digital integration, and flexible production, we aim to expand our capabilities in high value, tailored packaging, supported by investments in advanced machinery and automation.”

Again, RFP is demonstrating its willingness and ability to adapt and invest. This philosophy will help the company to remain competitive and meet the evolving needs of a dynamic, quality driven market.

**Image caption:**

**From left to right:**

Marwan Damien, Technical Manager, RotoFlexoPress  
Khaled Joundi, Business Director Turkey, Middle East, Egypt & Pakistan BOBST

with RotoFlexoPress Managing Partners:   
Bassam Habib, Joseph Habib, George Habib

**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.

**Press contact:**

Gudrun Alex  
BOBST PR Representative

Tel.: +49 211 58 58 66 66

Mobile: +49 160 48 41 439

Email: [gudrun.alex@bobst.com](mailto:gudrun.alex@bobst.com)

**Follow us:**

LinkedIn: [www.bobst.com/linkedin](http://www.bobst.com/linkedin)   
YouTube: [www.bobst.com/youtube](http://www.bobst.com/youtube)