**CUSTOMER TESTIMONIAL**

**Mex, Switzerland, 3rd June 2025**

**Sambo Corrugated Board in South Korea invests in new BOBST production line for speed, quality and durability**

In South Korea, the market for corrugated board packaging continues to grow, driven by e-commerce, advances in technology and sustainability. However, the industry faces many of the same challenges encountered by companies worldwide, including chronic overcapacity, intense competition, and a serious shortage of skilled labor.

It is in this context that leading South Korean company Sambo Corrugated Board has invested in the MASTERCUT 1.7 line from BOBST. The MASTERCUT 1.7 Autoplaten® die-cutter provides the highest productivity and best possible product quality, incorporating pioneering solutions that deliver higher running speeds, fewer stops, shorter make-readies, and matchless quality.

“We chose the MASTERCUT 1.7 because of its reputation for fast speed, precise standards, machine accuracy, and durability,” said Mr. Daiyoung Lee, Senior Managing Director at Sambo Corrugated Board. “It will help us to reduce defect rates and enable faster production, improving delivery times and fostering greater trust and satisfaction among customers.”

Sambo Corrugated Board has invested in a full production line, which incorporates fully automatic loading with the BOBST LOADER AF, flat-bed die-cutting with the MASTERCUT 1.7, precise stacking with the BREAKER 2 FLAT TRACK, and automated palletizing with the PALLETIZER 2.1.

Highly automated and easy to operate, the production line reduces the need for skilled operators. The MASTERCUT 1.7 features an intuitive human-machine interface (HMI) with setting and display of all production parameters and job data storage.

“This investment will help us to navigate through the ongoing chronic manpower shortages,” said Mr. Lee. “We anticipate that the new line will help us reduce costs, secure more orders, and deliver high-quality products efficiently while requiring less manpower.”

**Looking for quality in both product and service**

Having been in business for more than 50 years, Sambo Corrugated Board is well used to adapting with the times. It is a vertically integrated company, covering everything from paper mill production to the corrugated cardboard box converting process. As South Korea's largest specialized company in corrugated cardboard and boxes, Sambo produces a wide range of products, including packaging for food and beverages as well as for the e-commerce market.

The partnership with BOBST sees the union of two vastly experienced leaders in their fields, both with a firm dedication to quality.

“We chose BOBST because of its strong global reputation, the expertise of the sales force, and the assurance of prompt after-sales service,” said Mr. Lee. “Long-term reliability was also a critical factor. We expect cutting-edge functionality, high precision, and trouble-free operation from BOBST’s Flat-bed die-cutter equipment. Additionally, the machine’s durability aligns with our commitment to produce quality products sustainably over the long term.”

**Captions:**

Image\_1: Sambo Corrugated Board production plant
Image\_2: Mr. Daiyoung Lee, Senior Managing Director at Sambo Corrugated Board
Image\_3: BOBST MASTERCUT 1.7 - Autoplaten® die-cutter

**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.

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