**PRESS RELEASE**

**Mex, Switzerland, 12th January 2021**

**BOBST opens a Digital Inkjet Demonstration Center in Barcelona**

BOBST wants to shape the future of the label industry and believes digitalization is the main driver. BOBST has expanded its demonstration capabilities with a dedicated demonstration center outside of Switzerland

The new Demonstration Center in Barcelona will provide a unique opportunity for converters and brand owners to come and see the Mouvent™ Cluster Technology for themselves, opening a new chapter in label production. BOBST did not participate in the first chapter of the digitalization of label production but is committed for the second chapter through combining high-quality, high productivity and low cost of ownership.

“Barcelona is an European hub and such a vibrant and exciting place, it seemed the natural choice for our new Center,” said Erik van Sloten, Head of Sales Label. “We are on the final stretch and almost good to go. All of the equipment is state-of-the-art, and the onsite team is extremely passionate and knowledgeable.”

The first two machines in the Demonstration Center are the Mouvent LB701-UV and Mouvent LB702-UV, two label presses making 6 colors + white and speeds of up to 100 linear meters a minute the new normal.

The Mouvent LB701-UV is the smallest label press within the Mouvent range, matching the well-known letter press format. This mini label machine has an extremely compact design, but neither compromises on print resolution (1,200 x 1,200 dpi), nor on productivity (up to 70 m/min) at an unmatched production cost. In Barcelona it is equipped with 6 colors for extended color gamut printing. The Mouvent LB702-UV label press is, with its up to 100 m/min printing speeds, the most productive digital label printing machine on the market (200,000 sqm/month with one operator in single shift operation), with the highest print quality (1,200 x 1,200 dpi).

The unique Mouvent™ Cluster Technology – the core of all presses, which visitors to the Center will be able to see up close – allows label production on a wide range of substrates such as paper, self-adhesive labels, transparent, metallic and flexible materials. The Mouvent™ Cluster Technology combines high-quality, high productivity and low cost of ownership in one single platform opening a new chapter for label production.

In the future, the Center will also house the BOBST MASTER DM5, setting a new standard for the digitalization of the label industry. Prime, print, embellish, cut – All-in-One, All-In-line with digitally automated for on-the-fly non-stop job change, an exceptionally high press uptime and outstanding repeatability regardless of the operator's skills.

“We are ready to write the next chapter of label production. We know that some of you can’t come, but do not worry, we have virtual demonstration capabilities,” added Erik van Sloten.

If you would like to book a demo, please go to [www.bobst.com/demo-center-barcelona](http://www.bobst.com/demo-center-barcelona)

or contact mouvent.bcn@mouvent.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 industries.

Founded in 1890 by Joseph Bobst in Lausanne, Switzerland, BOBST has a presence in more than 50 countries, runs 15 production facilities in 8 countries and employs more than 5 500 people around the world. The firm recorded a consolidated turnover of CHF 1 636 million for the year ended December 31, 2019.

**About Mouvent**

We are the digital printing competence center of BOBST, dedicated to exploring and delivering the future of digital printing. Our aim is to develop intelligent digital printing technology enabling digital printing on any substrate: textile, labels, foil, folding carton, corrugated board and more. Founded in June 2017, Mouvent has approximately 150 employees across five sites in Switzerland and the world.

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