**CUSTOMER CASE STUDY**

**Mex, Switzerland, 23 September 2025**

**PAXXUS powers precision healthcare packaging with dual MASTER M6 investments**

BOBST's MASTER M6 inline flexo presses have enabled PAXXUS Ireland to significantly enhance and streamline its healthcare packaging production. With two now installed at its County Cork facility, a 7-color model in 2023 and a 4-color model in 2024, PAXXUS has positioned itself for both maximum flexibility and long-term operational resilience.

**Replacing legacy tech with future-proof versatility**

PAXXUS is a leading global supplier of engineered flexible materials and packaging solutions for the global healthcare market, recognized for its expertise in high-barrier films, foils, composites and peelable solutions. PAXXUS proudly supports the entire healthcare industry, serving pharmaceutical, medical device, diagnostic, and related sectors.

Before investing in the BOBST presses, PAXXUS Ireland was running two aging flexo machines dating back to 1997 and 2004, respectively. "We got everything we could out of them," says Ciaran Foley, Managing Director at PAXXUS Ireland. "But we knew we needed to step up. We weren’t just replacing physical machines; we were upgrading the entire way we work."

The decision to go with BOBST came after an extensive evaluation. The business sought flexo machines that could deliver premium print quality, fast changeovers, and reliable diagnostics, all critical factors for their low-volume, quick-turnaround, precision-focused healthcare packaging work.

**Why the MASTER M6 stood out**

BOBST's engineering pedigree and sensor-rich design made a compelling case. "You need machines that just do what they say on the tin,"says Ciaran. "The remote diagnostic capabilities, simplicity of access, and flexibility for add-ons like die-cut lidding and embossing - all that tipped the scale."

A particularly important factor was fast changeover, in tandem with high running speed. As Ciaran explains,“With lower-volume, quick-changeover tasks, we don’t want a machine sitting idling for 10-15 minutes on setup before production even begins. That can be the difference between a profit and loss on some jobs.

“With the BOBST MASTER M6, we’re more productive. Our previous flexo machines typically ran between 50 to 90 metres per minute. With our new M6 machines, run speed is typically 80 to 140 meters per minute.”

PAXXUS customized its 7-color MASTER M6 with modules for 2-side printing, pyramid embossing and die-cutting, enabling a wider product offering for blister lids and calendar packs. The 4-color M6, installed later, further enhanced the company’s capabilities in high-volume, lower-colour healthcare SKUs.

A key advantage for PAXXUS was the connectivity of the machine. The company praised how BOBST technicians could dial into

**Productivity gains and operator-first design**

Ciaran estimates the company is now running jobs 35–40% faster, with changeovers significantly quicker compared to previous technology. Beyond speed, the shift has improved ergonomics for operators.

"With our old presses, changing out heavy rollers was strenuous for our operators. They were heavy, and not particularly easy to handle. The new BOBST setup is not only lighter but designed for better accessibility," he explains. "That’s critical in today’s market where skilled labour is hard to find and keep."

As well as fitting effortlessly into the company’s cleanroom operations, BOBST's machines have also proven compatible with PAXXUS' dual curing system requirement (LED and conventional UV), producing highly durable prints across aluminium, polyester and tyvek substrates; essential for blister lids and other healthcare packaging applications.

**Built for healthcare, backed by partnership**

PAXXUS serves global healthcare markets with specialized packaging. Both BOBST MASTER M6 presses run everything from 12-micron polyester to complex laminates and even 360-microns PET.

The decision to standardize on BOBST brings efficiency through shared tooling and operator training, while future-proofing the plant for evolving customer needs.

With BOBST, PAXXUS found not just a technology vendor, but a long-term technical partner."It’s not about promises on paper," says Foley. "We saw the M6 in action. It looked the part, performed the part, and BOBST backed it with the right support. That made our decision easy."

*(To be added for online publication:)*

To watch the MASTER M6 in action, watch the demo [at this link](https://youtu.be/yt2JvS3lXR8).

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**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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