**PRESS RELEASE**

**Mex, Switzerland, 19th July 2021**

**BOBST oneLABEL portfolio experience in Atlanta to reveal the future of label production**

From September 14th to 16th, BOBST will host an event at its Alpharetta Competence Center in Atlanta, US, where it will demonstrate how BOBST is shaping the future of label production.

At this customer-facing event – which is a combination of in-person and online formats – BOBST will outline its clear vision for the label industry, provide an exclusive experience showcasing the BOBST oneLABEL portfolio with Inline flexo, UV inkjet and All-in-One, providing opportunities for expert liaison. Solutions on show will include the BOBST MASTER DM5, an All-in-One press which is setting a new standard for the digitalization of the label industry, and the Mouvent LB702-UV, a high productivity, high quality digital label press.

"This event provides a unique opportunity for printers, converters and brand owners to come and see BOBST digital label technology for themselves and understand how it can perfectly prepare their business for a rapidly-evolving environment," said Dean Haertel, Business Director, oneLABEL, North America. "Whether you currently use Inline flexo printing and are considering adding digital printing or a move to All-in-One (flexo & digital) printing, have digital already and are considering an upgrade, or are completely new to digital and want to see what it is all about, this is the event for you."

On the two days of face-to-face sessions on September 14th and 16th, attendees will experience how BOBST is answering the current label industry trends, discover how BOBST can help to optimize their entire label production, and have a tour of the Competence Center, including product demonstrations of the BOBST MASTER DM5, Mouvent LB702-UV and Grafotronic DCL2. In addition, customers will have the opportunity to participate in customer panels and 1:1 sessions with BOBST experts. The September 15th online session agenda will include demonstrations and Q&As, but in a virtual setting.

The BOBST MASTER DM5 can prime, print, embellish, cut – All-in-One, All-Inline. With its digitally automated on-the-fly job change, The MASTER DM5 provides an exceptionally high press uptime and outstanding repeatability regardless of the operator's skills. The digitalized, end-to-end connected system enables converters to deliver faster, with better quality, less waste and more profitably answering the growing demand for on-demand labels production, from short to long runs.

The Mouvent LB702-UV is a high productive, high quality UV inkjet label press that will take on most applications thrown at it. It handles 90% of all label jobs cost effectively up to 26,000 linear feet (8,000 linear meters) run length. It is extremely productive, delivering an output of up to 2.1 million sqft (200,000 sqm) per month, with printing speeds of up to 330 fpm (100 m/min).

Both machines feature Mouvent™ Technology, a unique digital printing technology self-developed by BOBST, which delivers consistent operation and reliability, and allows easy maintenance with minimal manual intervention.

"At BOBST, we believe that the future of label production will be primarily driven by inkjet developments and the growth of the All-in-One category," said Emilio Corti, Regional Market Director, Americas at BOBST. "As well as seeing this technology at first hand, attendees to the event will have the opportunity to meet our experts and discuss their own projects and requirements so we can better understand their job basket and customers' needs and share our expertise."

BOBST is aiming to lead the next chapter of digitalization of label production offering a complete portfolio of fully digitalized printing solutions with Inline flexo printing, UV inkjet and the combination of both.

Interested in attending the BOBST oneLABEL portfolio experience? Register here: <https://webinar.bobst.com/onelabel-us>.

**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 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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