**PRESS RELEASE**

**Mex, Switzerland, 3rd May 2022**

**Geostick invests in BOBST DIGITAL MASTER 340 All-in-One, All-Inline label press**

Geostick Group, a leading label printer in Europe and digital label printing pioneer, has signed an agreement with BOBST for the purchase of a BOBST DIGITAL MASTER 340 label press, a fully digitalized and automated production line, from printing to embellishment and die-cutting.

The agreement is part of Geostick’s major focus on enhancing its digital printing capabilities, led from its new Digital Printing Center in Uithoorn, Netherlands.

"I'm strongly convinced that the label printing company of the future will rely on flexo, liquid-electro photography and inkjet technologies to be able to respond to the rapidly changing market conditions and brand requirements,” said Cees Schouten, Operations Director COO at Geostick. “We believe that BOBST is our best choice as the strategic partner to develop this new production stream in our new Digital Printing Center.”

The new DIGITAL MASTER 340 is the latest in BOBST’s All-in-One, All-Inline portfolio. It offers printing, embellishment and cutting in a single pass, with seamless native integration between the UV inkjet digital engine, the flexo and converting modules.

Running at up to 100 m/min (328 feet/min) in four or six colors plus optional digital white, the DIGITAL MASTER 340 bridges the gap between traditional digital and flexo machines. It enables flexibility, fast turnaround and inline end-to-end label production, with exceptional quality and productivity in increasing run lengths. The modular architecture allows customers to configure the exact machine they need – from a digital-only version to highly customized configuration – integrating all modules available in inline flexo. It also provides the possibility to be upgraded on-site at a later stage.

“All-in-One, All-Inline digital solutions, like the DIGITAL MASTER 340, can really help customers to transform their digital label production capabilities and stay ahead of market trends,” said Jean-Pascal Bobst, Chief Executive Officer at BOBST. “We are delighted to partner with Geostick and eager to see the impact of the DIGITAL MASTER 340 within the company’s Digital Printing Center.”

**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 board 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 5 800 people around the world. The firm recorded a consolidated turnover of CHF 1.563 billion for the year ended December 31, 2021.

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