**PRESS RELEASE**

**Mex, Switzerland, April 14, 2021**

**BOBST opens its virtual doors for a packaging industry wide event**

**BOBST is set to deliver a large program of webinars and live discussions that will cover all aspects of label and packaging production, over four days in early June. With each day dedicated to one sector, industry experts will present what’s new and what’s important to optimize your production floor.**

BOBST DAYS 2021 “Shaping the future of the packaging world” will take place on June 7–10. Each day will focus on one industry sector, with multiple sessions covering technologies, applications and services in labels, flexible packaging, folding carton or corrugated board.

This online experience has been created with flexibility in mind, which means that attendees can tailor their individual participation to their specific interests by registering for any of the webinars on any day.

Participants will gain insights into how BOBST is implementing connectivity, digitalization, automation, and sustainability across all technologies to help converters optimize their production. All webinars will be broadcast in English. Live Q&A sessions will give attendees the opportunity to quiz the presenters, which also include industry experts and customers.

– Monday June 7 is dedicated to the label industry. Webinars will cover digital inkjet, flexo and All-in-One technologies – flexo and inkjet – to help label converters optimize their entire production floor.

– Tuesday June 8 focuses on flexible packaging, helping converters to transform challenges into opportunities. Among the solutions presented will be the new MASTER CI Flexo press, eco-friendly laminates, oneECG printing and recyclable substrates for new ways of meeting sustainability pledges.

– Wednesday June 9 addresses converters in the folding carton industry. Experts will take an in-depth look at innovation in printing, die-cutting, and folding-gluing. This will include a presentation on a new hot foil stamper with cross-foiling ability for new embellishment techniques.

– Thursday June 10 is aimed at corrugated board converters. Production floor optimization, versatility and automation will be key topics to increase productivity and better satisfy e-commerce requirements.

“During our BOBST DAYS 2021, we are looking forward to debating how we together as an industry can shape the future of the packaging world. While we are of course disappointed that we are still not able to welcome attendees to a real-life event, we want to stay connected with all our customers and the entire industry,” said CEO of BOBST Jean-Pascal Bobst.

Register for BOBST DAYS: [www.bobst.com/bobstdays](http://www.bobst.com/bobstdays)

**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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