**PRESS RELEASE**

**Mex, Switzerland, 23rd October 2024**

**BOBST launches webinar to showcase cutting-edge CI Flexo solutions for the flexible packaging industry**

BOBST has announced it will host an exclusive webinar to provide insights into the CI Flexo market and showcase its latest innovations. Slated for November 21, 2024, at 12:00 PM CET / 11:00 AM GMT, the free virtual event will bring together expert voices in CI Flexo to answer pressing questions from packaging businesses across the UK and Northern Europe. The event will demonstrate how convertors can benefit from and align their operations with the BOBST ethos of innovating for a sustainable future in flexible packaging production. The accessible webinar format makes the event ideal opportunity for in-house production teams to join and learn more about the CI Flexo market, and the exciting technologies becoming more prevalent.

One of the key highlights of the webinar is a live demonstration from the company’s state-of-the-art Bielefeld Packaging Center. The spotlight will be on oneECG (Extended Color Gamut) technology on the new VISION CI 10-color press that enables convertors to achieve the vast majority of the Pantone® book using up to seven colors. This significantly reduces spot color ink usage, changeover times, and waste, making it a vital part of sustainable packaging production.

Industry experts will share insights on other solutions such as BOBST Connect, smartGPS and the Digital Inspection Table (DIT). BOBST Connect is a cloud-based digital platform that enhances packaging productivity by offering real-time production data visibility and supporting insight-driven decision-making. smartGPS, BOBST's unique technology, enables a fully automated setup, ​with all registration and impression settings generated automatically offline at the plate mounting stage. This allows for faster job changeovers with minimal waste. The Digital Inspection Table (DIT) uses HD digital projection for proofing, providing real-time visual representations to match product with digital proofs, enabling the operator to easily see if quality standards are matched or compromised.

​​The webinar will showcase BOBST's leading CI Flexo press technology, focusing on the VISION CI, a CI Flexo press designed to deliver efficiency and performance for all production lengths, on a wide range of substrates. The interactive event will allow attendees to have specific questions answered during a live Q&A session, and webinar attendees will also be entered into a prize draw.

With sustainability and innovation top of mind for the packaging sector, BOBST’s November webinar offers an unparalleled opportunity to stay ahead of industry trends and challenges.

Please register at <https://go.bobst.com/CIFlexowebinar>.

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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 board 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 6 300 people around the world. The firm recorded a consolidated turnover of CHF 1.960 billion for the year ended December 31, 2023.

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