**PRESS RELEASE**

**Mex, Switzerland, 14th June 2022**

**Nam Viet invests in BOBST MASTER M5X to improve flexo operation**

**The Vietnamese printing specialist has chosen to change its business strategy and initiate a new partnership with BOBST. The installation of the MASTER M5X press is already helping to ensure higher, more reliable print quality, faster turnaround, and lower waste, as Nam Viet leverages the distinct advantages of BOBST inline flexo technology.**

Nam Viet Barcode Service Trading Production Corporation (Nam Viet) was founded in 2008 as a supplier of barcode printing materials for the industrial and non-industrial sectors. Over the years, the company has sought out continuous innovation and, in the process, created a strong reputation for high-quality products and excellent service.

Today, Nam Viet occupies a modern manufacturing plant covering 4000 sqm, in Ho Chi Minh City, where more than 100 staff are employed in the production of labels, decals, stamps and seals in rolls or sheets for brand owners and other customers in the pharmaceutical, health care, cosmetics, agricultural, chemicals, home care, cleaning, electronics and food sectors. A branch in Cambodia, Navica Trading Thermal Transfer Ribbon Company Limited, was successfully established in 2013 to exploit potential new markets and for distribution purposes.

The company is highly experienced in flexo printing, but the Nam Viet team was finding it difficult to maintain fast and reliable production with their existing equipment. Looking to eliminate problems with poor registration, excessive waste in setup and slow printing speeds, the management team, which is headed up by General Director Mr Tran Hoai Nhan, started to investigate the market.

The BOBST MASTER M5 with its promise of exceptionally high levels of automation and digitalization soon attracted their attention. During a visit to Labelexpo Thailand, they were able to see the machine in action. This confirmed their initial impression and soon the decision to invest in an M5X model inline flexo press was made.

“Even before we had the live demo at the exhibition, we had very high hopes that the MASTER M5 would be the solution to our challenges,” said Mr Nhan. “During the Labelexpo show, we were able to ascertain that this was very likely to be the case, and now that the machine is up and running, we have the final proof.”

**Automation is the answer to staffing issues**

Machine reliability and ease of use are essential demands of any flexo press in label production today, as many printers struggle to find enough skilled staff to run the machines. At the same time, brand owners are demanding faster delivery, reduced waste and lower costs, while print quality must be high and repeatability must be guaranteed.

By automating many functions and thereby making machines very operator-friendly, BOBST delivers printing technology that enable their customers to cope with these conflicting requirements. The MASTER M5X inline flexo press is a brilliant example of how a fixed configuration can provide the quality, robustness and cost-effectiveness needed to fully exploit the market potential and deliver exceptional print results. It runs at speeds of up to 200 m/min printing on unlimited substrates, including self-adhesives (paper, PET, BOPP, PVC), unsupported film (PVC, BOPP, PET, and PA), alu-foil, lami-tubes, and light cartonboard, giving Nam Viet great flexibility and new opportunities to expand their offering.

In addition, automatic pre-register setting and ARC print-to-cylinder register control are included on the M5X for outstanding print quality. These innovations offer a high level of convenience for operators which translates into faster changeovers and therefore less press idle time, as well as creating lower waste in setup.

“We wanted to increase product quality with accurate colors and registration for all our customers, and at the same time reduce waste for better sustainability and higher profitability,” said Mr Nhan. “Our biggest challenge has been the team of workers and the lack of operator efficiency; and we knew that automation would be the answer to many of these problems. Our priority was to reduce downtime and maximize productivity on the machine and the BOBST machine gives us that.”

Nguyen Van Minh, who as Sales Manager for Bobst Vietnam is working with the customer, commented, “The MASTER M5X is quite simply the perfect machine for Nam Viet. Not only does it automate many functions as standard, making it much simpler to operate, but it is also future-proofed by the fact that BOBST DigiFlexo automation and oneECG fixed gamut printing can be added later on for even higher productivity and profitability.”

**Investing for future growth**

For any manufacturer, the decision to start a relationship with a different supplier and invest in new technology is momentous, but Mr Nhan has no doubt that they picked the ideal partner. He said, “BOBST has certainly been the right choice for our current situation, both in terms of the technology and the after-sales service. The press has not disappointed and the reassurance that BOBST has a local technical team gives us peace of mind – it very much contributed to the final decision.”

He concluded, “As an important part of our future strategy, the BOBST MASTER M5X will contribute to stabilizing the quality of our products, as well as the overall production plan. Moreover, it will bring real confidence for our customers when they visit and work with us.”

Frédérick Couton, Technology Sales Manager, Narrow Web, Bobst Southeast Asia Pacific, commented, “It is always very satisfying to help a leading printing company tackle any problems in production and to the witness positive results. With the MASTER M5X on their production floor, Nam Viet can now proceed with their ambitious plans as they enjoy all the benefits that this innovative BOBST technology brings to the table.”

**Captions:**

**NAM VIET\_01:** (From left to right)

Mr Nguyen Quang Sang - production manager of Nam Viet

Mr Nguyen Van Minh- Sales manager, BVN

Mr Frederick Couton - Technology Sales Manager, Narrow web, South East Asia Pacific

Mr Tran Hoai Nhan - director of Nam Viet

**NAM VIET\_02:**

BOBST MASTER M5X helps improve flexo operation of Nam Viet

**NAM VIET\_ 03:** (From left to right)

Mr. Tran Hoai Nhan - director of Nam Viet   
Mr. Nguyen Quang Sang - production manager of Nam Viet

**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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