**PRESS RELEASE**

**Mex, Switzerland, 5th June 2025**

**BOBST presents innovation leadership in packaging production at Labelexpo Europe**

**Boldly bringing its vision to life, BOBST will showcase how its broad portfolio always delivers the right solution for every application – in labels, flexible packaging and folding cartons. Industry-leading innovations designed to simplify packaging production will be introduced at the show in September.**

Utilizing its leading technology expertise, BOBST will demonstrate the reality of its vision for outstanding packaging production at Labelexpo Europe 2025, on booth 5E43 in Hall 5. High-performance solutions with new processes, technologies and features will be on show in Barcelona during 16–19 September. Adding a unique dimension to the event, BOBST will also offer exclusive visits to customer sites, as nearby printing companies open their doors to showcase end-to-end label production with highly versatile solutions in action.

“At BOBST, the anticipation for Labelexpo Europe is building rapidly as we prepare to present our latest technology advances for simplifying label, flexible packaging and folding carton manufacturing,” said Patrick Graber, Marketing Director, PL Labels. “Our commitment to the four pillars of the BOBST vision – digitalization, automation, connectivity and sustainability – continues to fuel our product innovation and dedicated service program, always with our focus on application versatility at the core.”

**Cross platform compatibility, collaboration and full support**

From 1 to 1 million labels, BOBST’s broad offering enables maximum flexibility and versatility in production, ensuring consistent results across various platforms and technologies in the widest range of applications. This concept allows customers to seek out the exact right machine, process and configuration for each job.

“For converters, the option to utilize multiple technologies from a single supplier is crucial: the benefit comes from seamlessly shifting production across flexo, digital and All-in-One based on the specific requirements of each job. In this regard, color consistency is key to leveraging each technology’s advantages on a fully optimized factory floor as we push the boundaries of what is possible,” stated Mr Graber.

 “Labelexpo offers a fantastic opportunity to explore our holistic approach to label printing excellence with BOBST application managers and experts, as well as BOBST industry partners,” said Mr Graber. “In close collaboration with our customers and partners, we continue to learn, innovate and excel, together shaping the future the packaging world.”

Also highlighted at the show, BOBST’s comprehensive range of services continues to expand to meet evolving customer needs to power their performance. The team will share the latest updates with visitors, demonstrating how process optimization, and round-the-clock support help protect investments, maximize uptime and improve profitability.

**Digital innovation and sustainable connectivity**

Among the innovations unveiled at the show, BOBST will introduce a breakthrough digital printing solution for labels developed to boost production agility, unlock new applications, and changing complex label production – all in a single pass. Made possible by the high modularity and versatility of the BOBST DIGITAL MASTER series platform, this industry-first, all-digital label solution is not to be missed by converters looking to diversify and add higher value for their customers.

**Label production experience tours**

In addition to presenting the widest range of applications, BOBST will offer attendees the opportunity to visit several Spanish label converters, where they will experience All-in-One, Inline Flexo and Digital machines operating in real production environments.

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*To add in online publications:*

Register here to join BOBST on booth E43 in Hall 5 and visit BOBST local label converters <https://go.bobst.com/LabelexpoEurope2025>

**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. 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 6 400 people around the world. The firm recorded a consolidated turnover of CHF 1.891 billion for the year ended December 31, 2024.

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