**PRESS RELEASE**

**Mex, Switzerland, 12th September 2023**

**BOBST showcases label innovations and reveals business strategy at Labelexpo Europe 2023**

**BOBST has unveiled significant new product innovations to simplify label production, while disclosing fresh strategic alliances and supplier partnerships, aligned with its commitment to advancing the global reach of the business and creating more value for its customers.**

In line with its industry vision based on the four key pillars – connectivity, digitalization, automation, and sustainability – BOBST has once again demonstrated its dedicated approach to label innovation, addressing the need for impeccable precision at full production speed with cutting-edge solutions. These include a digital label press and an inkjet module for rapid, high-opacity white printing. The company is also highlighting the importance of industry collaborations as a key driver for growth.

Head of Narrow Mid-Web Printing & Converting product line Matteo Cardinotti said, “With our large presence at Labelexpo Europe 2023, we aim to demonstrate how BOBST has the most compelling solutions to narrow web challenges not just for today, but for the future. Our technology is strategically designed to combine automation, digitalization, and connectivity with the sustainability-driven needs of an ever-evolving market. By leading innovation across these four key pillars, BOBST is simplifying label production and empowering converters to unlock greater possibilities.”

NEW developments shared by BOBST at Labelexpo Europe 2023 include:

**MILESTONE**: Following an impressive surge in installations, BOBST has added more than 100 narrow-mid-web presses for labels and packaging to its installed base over the last 12 months. BOBST has reached the milestone of 100+ digital machines installed globally. The company also reaffirms its continued commitment to offering the most comprehensive portfolio of presses with flexo, pure digital and All-in-One (hybrid) technologies.

**NEW PARTNERSHIP**: BOBST has announced an exciting collaboration with Visutech, which has been designated as distributor for the Nordic countries. This new partnership aims to serve customers more effectively in the region, providing support and sales representation locally managed by Visutech’s team of over 20 highly seasoned members. Leveraging more than 35 years of expertise in selling, installing, and servicing digital printing presses, Visutech will represent the complete BOBST narrow-mid-web product portfolio including flexo, digital and All-in-One machines. Additionally, the Visutech Digital Academy will play a pivotal role in training and educating the Nordic market on all aspects of BOBST technologies.

**STRATEGIC ALLIANCE**: BOBST has disclosed a strategic partnership with Asteria Group, reinforcing the mutual commitment to innovation. The extended collaboration involves Asteria’s investment in multiple DIGITAL MASTER All-in-One production platforms throughout Europe, enabling groundbreaking label solutions and mutual growth.

**SUSTAINABILITY**: Along with highlighting BOBST oneECG process for extended color gamut printing which leads to substantial savings in electricity, waste, and ink usage, and other key innovations, BOBST has introduced a new end-to-end process for linerless applications developed in close partnership with Avery Dennison using its ADLinrSave™ technology.

**INNOVATION**: Just as technologies evolve and change to become better so do regulations, changing and improving with time. BOBST is about to introduce a next generation of digital UV inks with commercial availability by early 2024. BOBST will provide the highly environmental-friendly inks by eliminating hazardous materials, among them TPO photoinitiators, ensuring full compliance and anticipating future regulatory changes.

**NEW DIGITAL PRESS**: BOBST has introduced the DIGITAL EXPERT 340, a remarkable roll-to-roll label press built on the same robust platform as the DIGITAL MASTER series. Operating at 65 m/min – with the ability to upgrade to 100 m/min – the press offers the choice to incorporate a flexo unit. As the next evolution of the company’s pure digital machines, the DIGITAL EXPERT 340 features BOBST’s unique 1200x1200 dpi inkjet cluster technology for enhanced performance and the highest versatility.

**HIGH-PERFORMANCE WHITE**: BOBST has unveiled a new module enabling high-speed, high-opacity white printing, leveraging BOBST Inkjet Technology, catering to high-productivity businesses and delivering superior quality for the narrow web field. Reaching up to 72% opacity at 100 m/min and 80% at 80 m/min, this industry-first innovation further enhances the exceptional printing capabilities of the DIGITAL MASTER series.

Visitors to the show are able to experience live demonstrations of the BOBST DIGITAL MASTER 340 All-in-One label press, which combines digital, flexo, embellishment, die-cutting, and quality control modules in one unified workflow. Furthermore, BOBST’s commitment to accessible automation and business sustainability is highlighted through the high-end BOBST MASTER M6 flexo press. Equipped with advanced features, the press allows converters to minimize waste and enhance efficiency.

As previously announced at the June press event, BOBST has reiterated its focus on high performance die-cutting solutions, highlighting its ongoing commitment to innovation. In addition, BOBST ACCUCHECK Technology for ensuring impeccable color consistency and quality control, as well as a new unified HMI for easier press monitoring by a single operator, are presented as integral components of BOBST’s vision for enhanced label production. To further highlight cooperation for workflow excellence, several industry partners are joining BOBST on the booth. These include ESKO, Scantrust and Bel.

To learn more about BOBST and its innovative solutions for narrow web production, please visit [www.Bobst.com](http://www.bobst.com/).

**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 6 100 people around the world. The firm recorded a consolidated turnover of CHF 1.841 billion for the year ended December 31, 2022.

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