**PRESS RELEASE**

**Mex, Switzerland, 17 September 2025**

**BOBST extends application flexibility and market reach at Labelexpo Europe 2025**

**BOBST is shining the spotlight on application-driven demonstrations and diversification opportunities at Labelexpo Europe in Barcelona. This includes the debut of the BOBST FLEXJET module, an industry-first all-digital label solution that allows converters to produce Pure Digital Multilayer labels. The new module also offers the ability to print digitally on the glue-side and the liner, opening the doors to higher-margin niches and helping converters respond more easily to rapidly changing market dynamics.**

At Labelexpo Europe 2025, BOBST introduces solutions designed to add value for label converters, with applications that offer a distinct competitive edge. With over 1300 installations globally in the narrow- and mid-web segments, BOBST remains committed to pushing the boundaries of label and packaging production through a keen focus on expanding application opportunities backed by the strongest technology portfolio in the market.

“Printing companies of all sizes across the globe rely on BOBST technology to drive growth, respond to customer demands, and expand into new markets,” commented Patrick Graber, Marketing Director, PL Labels. “At Labelexpo, we are demonstrating how our solutions can open doors for converters, allowing them to address a multitude of applications efficiently and profitable to support their ambitions. Whether you’re in labels, flexible packaging or folding cartons, we have the technology and service solutions to meet brand owner demands and requirements.”

**Introducing BOBST FLEXJET for Pure Digital Multilayer label printing**

BOBST has launched the FLEXJET module as a new option available for its DIGITAL MASTER 340 and 510 platforms, expanding application offering and boosting productivity for label converters. Seamlessly integrated into the DIGITAL MASTER series platform, it results in an industry-first Pure Digital Multilayer solution featuring multiple Digital Print Units working inline. This fully integrated workflow enables single-pass production of complex label jobs such as multilayer, glue- and back-side printing.

With BOBST FLEXJET, converters can now harness the full power of digital printing – shorter runs, faster turnaround, infinite SKU variation, and versioning – while simplifying traditional multistep workflows. The inline, all-digital approach dramatically reduces setup time, waste and process steps, minimizing operational complexity and accelerating time-to-market for brand owners.

“We’re seeing significant growth in the demand for multilayer applications driven by a large number of factors – sustainability and regulatory requirements including product information, nutritional values, and warnings in multiple languages, or for adding promotional content and interactive features,” said Graber. “BOBST already provides innovative solutions for producing multilayer labels using inline flexo, All-in-One machines, and now a fully digital solution with FLEXJET, which pushes digital printing beyond its traditional limits.”

The new FLEXJET module, currently equipped with one black printbar, is powered by BOBST Inkjet Technology with 1200 x 1200 dpi resolution delivered at full processspeed thanks to Fujifilm Dimatix Samba printhead technology.This enables converters to print independently on the front, back, liner, or adhesive surfaces, all inline, in a single pass.

With FLEXJET, BOBST presents a new level of application flexibility, empowering converters to expand their offerings, optimize production, and reduce waste – helping brands adapt quickly to evolving regulations while staying competitive at lower cost. By combining digital efficiency with the versatility of All-in-One solutions, BOBST FLEXJET sets a new benchmark for innovation in label printing.

**Application Management now also for label printing**

BOBST has announced the expansion of Application Management into labels, following the success of this service in folding cartons, corrugated, and flexible packaging. This hands-on consulting solution is designed to empower converters and brand owners with tailored technical and strategic guidance that addresses both present challenges and future goals.

Graber commented: “In an industry where speed, quality, and sustainability drive competitiveness, Application Management offers expert insight into everything from material selection to production optimization and supply chain integration. The service enables our customers to navigate complex decisions with confidence – whether that’s transitioning to more sustainable substrates, improving efficiency, or evaluating new market opportunities.”

**Expanding BOBST services with advanced process optimization**

Also on the services front, BOBST introduces a new partnership with Belgian consultancy firm Co-ëfficiënt with the aim to deliver best-in-class process optimization. Co-ëfficiënt helps converters and printers improve their production processes across the entire production plant to increase profitability by reducing set-up costs, enhancing OEE, improving color quality, and promoting sustainable practices.

“We are very pleased to accelerate our service offering with this strategic new partnership. By combining Co-ëfficiënt’s renowned consultancy experience with BOBST’s long-held technology expertise, customers will be able to unlock the full potential of their equipment, accelerating its performance and optimize production based on data and analytics, while ensuring consistent quality across different technologies,” commented Graber.

**Captions:**

Image1: This year’s BOBST booth at Labelexpo Europe, Barcelona

Image2: More profitable one-pass, fully digital multilayer label printing with BOBST FLEXJET

Image3: oneECG: color consistency across technologies and across applications

**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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