**PRESS RELEASE**

**Mex, Switzerland, 1st July 2025**

**Swanline achieves world-first by deploying BOBST Connect across a mixed equipment portfolio**

Swanline Group, the UK’s leading trade-only supplier of paper-based materials, print and conversion services to the packaging and POS sectors, has become the first company in the world to implement the BOBST Connect platform across its wider machine portfolio including both BOBST and non-BOBST equipment

BOBST Connect combines data and digital services into a single, fully connected platform, providing a real-time overview and management of a company’s production process. It integrates raw machine data with BOBST knowledge and expertise to improve printing and packaging productivity.

Swanline’s integration demonstrates that the BOBST Connect platform can be implemented across BOBST and non-BOBST machines alike. The company has connected its two BOBST VISIONCUT 1.6 die-cutters and BOBST EXPERTFOLD 165 folder-gluer, along with a BOBST laminator and a non-BOBST die-cutter. Importantly, two of the oldest machines have been retrofitted with novel BOBST technology enabling the machines’ analogue signal to be translated into digital data.

Chris Brown, MD Swanline Group, said: “By capturing and interpreting data across a broader range of equipment, we’ll be able to optimize processes that were once based purely on experience or assumption. It’s a big step toward building a more connected, responsive and data-informed manufacturing environment. This opens up exciting potential to bring a new level of intelligence to areas of the business that previously operated without that kind of visibility.

We chose to use BOBST Connect as part of our broader strategy to drive smarter, more efficient and data-led manufacturing across the business. As a trade-only supplier, our customers rely on us to deliver with precision, consistency and speed, and having clear visibility over our production data is essential to achieving that. Ultimately, our decision to adopt BOBST Connect is about staying ahead, giving our teams the information they need to work more efficiently, more precisely and with greater confidence.”

BOBST Connect is designed to improve packaging and printing productivity via improved planning, better-informed decision-making, faster and more effective intervention, and continual optimization. As a cloud-based platform, users can connect to the system through any internet-enabled device. “The data can be literally in the palm of your hand, any time you need it,” Paul Stevenson, Digital Performance Solutions Manager, Northern Europe, at BOBST, said.

He added: “Swanline’s implementation of BOBST Connect across both BOBST and non-BOBST machines marks a significant milestone - not just for BOBST, but for the industry as a whole. This is the first time our platform has been deployed across a mixed equipment portfolio, proving that true digital integration is possible regardless of machine type or age. It reflects our vision of shaping a packaging industry where data flows freely, processes are transparent, and decisions are driven by insight. We are proud to support Swanline as pioneers in this transformation.”

The BOBST Connect package offers priority remote technical support including video-enabled assistance to help diagnose faults and issues faster. In addition, Swanline has added energy monitoring tools to two of its connected machines, enabling the production team to correlate energy usage with production data.

Dave Salt, Production Director at Swanline Group, said: “BOBST Connect brings greater transparency across our operations, enabling our teams to make more informed decisions and respond quickly to changing priorities.

We saw BOBST Connect as a natural evolution of our long-standing partnership with BOBST. The platform builds on the strengths of their machinery, adding an intelligent layer that enables us to maximize value from each asset. As the UK pilot site, we’re pleased to be playing a role in shaping a digital solution that supports not only our own goals, but also the future direction of the wider industry.”

**Caption:**

From left to right: Dave Salt (Production Director) and Shane Lockley (Conversion Shift Manager)

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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 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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