**PRESS RELEASE**

**Mex, Switzerland, 20th June 2023**

**Bobst North America to open state-of-the-art Competence Center in Atlanta**

*New Competence Center will provide the opportunity to see BOBST’s latest innovations in flexible packaging and labels firsthand.*

Bobst North America has announced its plan to open a brand-new Competence Center in Atlanta, USA, featuring its latest flexible packaging and label printing technology. The Center will provide a unique opportunity for converters and brand owners to come and see BOBST’s pioneering technologies in wide-web and narrow-web flexo, digital, flexo and hybrid printing, and lamination.

“This new Competence Center will be around five times the size of our previous demonstration center in Alpharetta, and by adding flexible packaging solutions to our label portfolio, we are putting the full range of BOBST’s offer firmly on the map here in the US,” said Emilio Corti, Region Business Director, Americas at BOBST. “The Center will allow visitors to see our latest technologies up close and even try out their jobs on our machines. It will be a new hub of innovation and collaboration in the US market.”

The new Competence Center demonstrates BOBST’s commitment to effectively supporting its clients in the US, offering the ability to view, understand and test printing and converting solutions directly. Visits with our experts – physical or virtual – are entirely tailored to clients’ requirements, encompassing machines, workflow solutions, substrates, and services. The facilities provide the ideal environment for clients to conduct trial runs and laboratory analyses, without disrupting their planned production schedules in their factories.

“As well as providing easy access for those in the US to the latest BOBST technologies, the Competence Center will create a best-in-class customer experience,” said Mr. Corti. “We can use it to support and train customers on our equipment, showing how to maximize the technology and fulfill their needs whether that is greater efficiency, productivity, sustainability, or something else. We can tailor solutions to customer requirements, giving them the best possible opportunity for future success. We look forward to opening the doors to our new Competence Center soon.”

The new Competence Center in Alpharetta will open in early 2024.

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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 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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