**PRESS RELEASE**

**Mex, Switzerland, 29th October 2020**

**Zhejiang Dashengda makes large investment in BOBST machinery to serve multinational clients with high-end packaging**

**As the company moves forward with its ‘Smart’ factory concept, which automates the manufacturing of corrugated boxes, Zhejiang Dashengda Packaging has taken delivery of three new BOBST machines – an FFG 8.20 DISCOVERY FLEXO FOLDER GLUER and two e-LINE DIE-CUTTERS.**

One of China’s biggest manufacturers of corrugated and paperboard packaging, Zhejiang Dashengda Packaging Co Ltd is based in the Xiaoshan Economic and Technological Development Zone in Hangzhou. The company has over 700 employees and daily production capacity exceeds 1.2 million square meters, with products supplied to customers in a wide range of sectors, from drinks and tobacco to home appliances and logistics.

Dashengda is continuously adopting new technologies that allow them to increase automation in production, resulting in higher efficiencies and the establishment of a fully digitalized ‘Smart’ factory. As part of its ambitious Intelligent Manufacturing strategy, the company has made a significant investment in more BOBST equipment for its large converting department.

In addition to primary and secondary paper packaging products, Dashengda also provides customers with full design support, guidance on recycling and online platforms for the life cycle of packaging solutions. The customer base includes big multinationals such as Panasonic, Samsung, China Tobacco, Huarun Beer, Wahaha Group, Supor, SF Express, and Zhejiang Haikang Group, amongst many others.

**Production planning driven by data**

With a range of BOBST hot stamping and die-cutting machines already part of the production setup, Dashengda has now added the BOBST FFG 8.20 DISCOVERY FLEXO FOLDER GLUER along with the two e-LINE DIE-CUTTERS to expand its capacity and further meet automation targets.

The FFG 8.20 DISCOVERY a user-friendly, high-productivity box-making solution, which can process up to 18,000 corrugated boxes each hour. The flexo folder gluer is a robust machine combining automation, accuracy and quality is one package to offer low total cost of ownership (TCO). Processing single and double-walled corrugated board of 1.2 to 8 mm (0.04 to 0.3 inches) in thickness, the DISCOVERY prints and converts sheets in sizes up to 830 x 2,180 mm (32.6 x 85.8 inches). It also boasts ultra-quick setting up times, or order changeover during the run, of just two minutes with Rapid-Set, while the Posilock® system allows for fast mounting of die-cutting tools.

With the BOBST Maintenance Management & Productivity Control (MMPC) system, the DISCOVERY gives Dashengda full control over the process and access to vital production data. The packaging manufacturer sees data-driven innovation as core to its ‘Smart’ manufacturing system, which has been developed to remain competitive in the global corrugated packaging market, where growth of more than 4% annually is forecast.

“We offer a leading manufacturing service guarantee and are constantly striving to optimize and improve our offering through investment in advanced technology, process capability and technical strength,” said Mr. SUN Jun-Jun, vice president of Dashengda, “Our lean management system gives us a competitive advantage and we only invest in machines that we know can match or exceed our very high expectations.”

**BOBST Technology brings solution**

After a comprehensive analysis of the market, the three BOBST machines were chosen by the business group leaders, who found that they had many competitive features and were the perfect fit for the company’s intelligent manufacturing planning and design.

The two new die-cutters were manufactured and supplied to Dashengda by the Bobst Group company Eterna (Shanghai Eternal Machinery Co., Ltd). Designed to improve efficiency and eliminate manual handling of the sheets, the e-LINE model is a fully automated solution that offers all functions from loading to palletizing in one integrated production line.

“With BOBST automation in our factory, boxes and cartons can be produced and delivered to our intelligent warehouse literally without ‘touching the ground’,” explained Mr. SUN, “In addition, we have found that the unique design of scoring profiles for different types of flutes offered by Bobst is not available from other manufacturers. This is an important feature as it avoids issues with corrugated sheets bursting. Moreover, Bobst’s folding method is the best in the industry and it really solves the biggest pain point!”

“When a leading company like Dashengda chooses Bobst, it once again validates our strategy and position in the market, and we are very honored to be their partner,” said Mr. Olivier ROBIN, Sales Director of Bobst Lyon. “Our customers understand that automation, connectivity and data are core to future growth, and together we pioneer the most innovative technologies that is taking packaging production to the next level.”

**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.

Founded in 1890 by Joseph Bobst in Lausanne, Switzerland, BOBST has a presence in more than 50 countries, runs 15 production facilities in 8 countries and employs more than 5 500 people around the world. The firm recorded a consolidated turnover of CHF 1 636 million for the year ended December 31, 2019.

**Press contact:**

Gudrun Alex
BOBST PR Representative

Tel.: +49 211 58 58 66 66

Mobile: +49 160 48 41 439

Email: gudrun.alex@bobst.com

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