**PRESS RELEASE**

**Mex, Switzerland, 25 January 2024**

**M&R Label invests in BOBST DIGITAL MASTER 340 to meet customer needs**

Chicago-based M&R Label has chosen a BOBST DIGITAL MASTER 340 All-in-One label press to better meet customer demands for quick delivery and shorter print runs. The new 100 m/min press is set make a big impact on the US company, which already serves the broadest spectrum of industries with custom product label solutions, printed flexo and digital.

A family-owned label printing company, M&R Label is managed by co-owners Steve Brownstone and Ross Samotny. Started in 1989, the business has built a great reputation on integrity, honesty, and loyalty with the promise to always put the customer first. Over 20 million labels are shipped each week from the company’s 22,000 sq. ft. facility, reaching customers from small start-ups to large brand owners and retailers across North America.

In its drive to provide high-quality label products at shorter lead times, M&R Label went in search of a highly automated machine that would optimize its production floor. Impressed with the DIGITAL MASTER 340, which combines printing, embellishment and converting in a single pass at speeds up to 328 ft/min, the two owners decided to invest with BOBST and bring in the All-in-One press platform.

President Steve Brownstone explained the reasons behind the investment decision in more detail, stating: “Our customers are looking for decreased lead times, which we are already providing. The new BOBST DIGITAL MASTER 340 will accelerate this development and further position M&R to expand our reach, both regionally and nationally.”

He continued, “We have been pushing our crossover point for a while when it comes to digital vs flexo in terms of run lengths and customers are actively asking for digital, so BOBST’s All-in-One solution will alleviate these production issues. We like all the automation that the DIGITAL MASTER 340 offers, especially the extremely fast setup times.”

CEO Ross Samotny added, “We are more than just a label printing company; we’re partners in making our customers’ brand stand out. Their success is our top priority, and we take pride in being the driving force behind the appeal of their products on the shelves. From day one, we have been committed to investing in state-of-the-art printing technology and the DIGITAL MASTER 340 will allow us to give our customers exactly what they are looking for in an ever-changing landscape.”

Matt Bennett, BOBST Label Zone Business Director for North America, concluded, “M&R Label embodies the operational excellence and quality characteristics required to take full advantage of the industrial capabilities of the DIGITAL MASTER 340 All-in-One press. This strategic investment places the company in an ideal position, enabling them to provide their customers with a unique and differentiated opportunity, no doubt delighting them with countless digital and flexo print combinations all produced inline at the highest quality requirements.”

**Caption**(from left to right: Jeff Morgan, BOBST, Steve Brownstone, CEO of M&R Label, Matt Bennett, BOBST, Ken Brown, BOBST)

**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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