**PRESS RELEASE**

**Mex, Switzerland, 9th August 2023**

**Swanline boosts capacity with further BOBST investments**

**Swanline Group, a Zeus Packaging owned company, and leading supplier of specialist printed packaging and Point-of-Sale displays, has expanded its ability to provide flexible, trade only print and conversion services to the UK’s packaging and POS industries with two new machines from BOBST.**

To help meet exponentially growing demand for its corrugated packaging solutions, the business has taken delivery of additional production technology, including a BOBST EXPERTFOLD 165 A2 folder-gluer and VISIONCUT 1.6 PR die-cutter, at its centrally located Staffordshire site.

Commenting on the investment, Richard Towers, Managing Director of Swanline Group, said: “We have worked with BOBST for over a decade and the acquisition of this new machinery is the latest chapter in a long-standing and mutually beneficial partnership.”

Dave Salt, Production Manager, added: “In order to offer Swanline customers the very best solutions, we know it’s important to continually invest into the very best processing, printing and conversion technology. BOBST gives us access to this caliber of equipment along with a robust service network, which is an equally important consideration in our purchasing decisions.

“The company’s investment in additional BOBST technology will give us increased capacity to service the needs of both existing and future customers.”

The EXPERTFOLD 165 offers exceptional reliability and folding precision and is ideally suited to the demands of modern high-speed, high output packing lines.

It is also effective at producing complicated packaging designs, which will enable Swanline to offer its customers even greater freedom for innovation and creativity.

Meanwhile, the robust VISIONCUT 1.6 PR is a flat-bed die-cutting machine delivering flexibility, quality and the lowest total cost of ownership of any machine in its class. Able to accommodate most substrates as well as both long and short runs, it also benefits from a small footprint and supports a range of peripherals, simplifying its integration into existing production lines. Swanline has opted for the PR version which incorporates BOBST POWER REGISTER, a state-of-the-art system that delivers unrivalled print-to-cut accuracy.

Swanline’s latest investments complement an existing plant list that already includes a BOBST FOLIOSTAR 165 MATIC sheet-to-sheet laminator and a previously purchased BOBST VISIONCUT 1.6 complete with BOBST’s POWER REGISTER® system for unequalled print-to-cut accuracy, even on litho-laminated board.

Nick Geary, Business Sales Manager for Bobst UK & Ireland, added: “Swanline is a progressive company which prides itself on its design innovation, manufacturing prowess and unrelenting focus on sustainability.”

**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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