**PRESS RELEASE**

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**Samheung Indonesia maximizes efficiencies and output with BOBST**

**With the installation of a BOBST EXPERT CI flexo press at the factory in West Java, Samheung Indonesia is driving even more production efficiencies whilst accelerating output and improving customer satisfaction. The investment with BOBST was made in response to demands for high-quality standards, consistency, and fast turnaround time.**

Established by its Korean-headquartered parent company, which has been in operation since 1982, PT. Samheung Indonesia has grown into a sizable business since going into full production in 2014. The company is a specialist supplier to the hygiene product segment, shipping out printed diaper packaging to national and international brands, including Unicharm Indonesia, Kimberly Clark, and Procter & Gamble.

With an annual turnover in excess of €10 mio (USD 10.8 mio), Samheung relies on BOBST’s advanced flexo technology to maximize process consistency in the printing of high-quality flexible packaging. The company employs 130 staff at the modern factory, which sits on a 1.25-hectare plot in Cilangkara, in the Serang Baku district, Bekasi, West Java.

The production floor revolves around two high-productivity BOBST wide web flexo presses – a 20SIX model installed in 2016 and the newer EXPERT CI which joined the mix five years later in 2021 – allowing the company to deliver the most efficient performance and best quality for any job lengths on a wide range of substrates.

Chris Han, who is President Director of PT. Samheung Indonesia, commented, “Our two state-of-the-art BOBST flexo presses are key components in our factory setup. We specialize in PE polybags with systems in place that efficiently manage the whole manufacturing process from printing and laminating to slitting and bag making. By utilizing our extensive knowledge and experience, we leverage our advanced equipment to be a leader in the industry.”

**Next level flexo production**

The decision to invest in the EXPERT CI in 2021 was made to enable Samheung to continue its growth path. Delivering accurate process automation for increased cost efficiency and easy manufacturing, the new BOBST flexo press provides exceptional productivity with stable and controlled printing results. This means that Samheung can satisfy the demands from brands owners for reliable product quality – including consistent brand colors across multiple print runs – and faster time-to-market.

With BOBST’s unique smartGPS technology, Samheung has been able to minimize waste and operator time in the job setup, with automated register and impression settings. Downtime has been reduced significantly as job changeovers take less than six minutes on the EXPERT CI, while only 15 metres of substrates is used between last saleable product of job 1 to first saleable product of job 2. These savings on material, time, and energy also add to the sustainability of the process, which is another highly important issue for today’s brand owners.

“The flexibility and agility of the EXPERT CI flexo press convinced us to extend the partnership with BOBST,” explained Mr. Han. “The efficiencies gained with the many exclusive automation features, such as the smartGPS technology, have given us a great competitive advantage and truly taken our production to the next level.”

The installation was smooth and efficient according to Mr. Han, who was also keen to point out that the ease of operation and intuitive HMI meant that operators could quickly transfer their experience from the older BOBST press to the new EXPERT CI. He said, “Our operators really enjoy the similarity with the 20SIX, which we have been running for six years, and the common tooling means that we can optimize the use of our existing inventory.”

**Growth objective supported by BOBST**

Samheung Indonesia is an excellent example of a printing company reaping the many benefits of the advances made by BOBST in CI flexo technology. In a region where gravure is often still the preferred printing method, the company is fully exploiting the cost-effectiveness and flexibility of flexo to increase its dominance in the market.

In addition to praising BOBST’s flexo technology, which he described as the best in the market, Mr. Han was also keen to emphasize the great partnership that has developed between his company and the Swiss press manufacturer. “We continue to put our trust in BOBST as the leading company in our industry, because we have experienced their unwavering service and support over the past six years. We have excellent 24/7 support from Bobst Bielefeld as well as a local service team to rely on and that is crucial for our business and for our customers,” he declared.

But there are plans afoot to take an even bigger market share. “Our objective is to continue expanding in the South-east Asia region where we see plenty of growth opportunity in the basic hygiene product segment. Our duo of BOBST CI flexo presses with their sophisticated technology put us in a very strong position, so we can pursue this strategy without fail,” concluded Mr. Han.

“We are very proud to support an ambitious company such as Samheung Indonesia, which has carved out a large slice of the local market in a relatively short time,” said Hengki, Sales Manager, Bobst Indonesia, “Clearly the installation of the BOBST 20SIX in 2016 was a great success, proven by the fact that Samheung chose to add an EXPERT CI press to the company’s capabilities when they needed to expand. We wish the team even more success for the future and look forward to many more years of cooperation.”

**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 5 800 people around the world. The firm recorded a consolidated turnover of CHF 1.563 billion for the year ended December 31, 2021.

**Press contacts:**

Gudrun Alex
BOBST PR Representative

Tel.: +49 211 58 58 66 66

Mobile: +49 160 48 41 439

Email: gudrun.alex@bobst.com

Nilobon Chantasombut
Regional Marketing & Communication Manager, South East Asia Pacific

Tel.: +66 2 617 7851 Ext. 52

Mobile: +66 86 345 4428

Email: nilobon.chantasombut@bobst.com

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