**PRESS RELEASE**

**Mex, Switzerland, 10th October 2024**

**Brook + Whittle invests in new BOBST DIGITAL MASTER 340 to improve efficiency**

**Brook + Whittle, a renowned label printing company headquartered in Guilford, CT with multiple plants located across North America gets into a new partnership with BOBST. This collaboration was highlighted at the recent Label Expo event, where Brook + Whittle acquired the cutting-edge DIGITAL MASTER 340 All-In-One for industrial label production.**

Brook + Whittle, known for its commitment to innovation and quality, share common values with BOBST. The decision to choose the DIGITAL MASTER 340 All-In-One hybrid press, with its high quality 1200 X 1200 Inkjet Cluster technology, running speeds up to 328 feet per minute, all while finishing inline.  In addition, the press comes with BOBST Connect, the cloud-based digital platform that enables users to have a complete overview of their production process, from the PDF to the finished product. This powerful tool provides real-time data and insights, enabling smarter decision-making and improved operational efficiency through the narrow web printing workflow.

"We are excited about the partnership with BOBST and the acquisition of the DIGITAL MASTER 340 with enhanced connectivity," stated Jeremy Letterman, COO at Brook + Whittle. "This collaboration underscores our shared values of innovation and quality, and we are confident that it will bring significant benefits to our label printing services."

Matt Bennett, General Manager of Bobst North America Narrow & Mid-Web business, asserts that, “the opportunity to partner with Brook + Whittle, one of the largest and prestigious label and packaging converters in the world, fits in perfectly with BOBST’s business strategy of supporting the most innovative packaging converters in the label, flexible packaging, folding carton and corrugated packaging segments.”

BOBST is proud to join forces with Brook + Whittle, aiming to drive innovation and excellence in label printing technology. The partnership signifies a strong commitment to delivering cutting-edge solutions and pushing the boundaries of industry standards.

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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 21 production facilities in 12 countries and employs more than 6 300 people around the world. The firm recorded a consolidated turnover of CHF 1.960 billion for the year ended December 31, 2023.

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