**PRESS RELEASE**

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**Bobst Changzhou: Local innovation powering China’s flexible packaging future**

China’s flexible packaging sector is evolving fast, with converters seeking greater efficiency, intelligence and sustainability. Bobst Changzhou Ltd. has positioned itself at the heart of this transformation by combining global expertise with deep market localization.

General Manager Lu Dong outlined how the company’s ‘In China, For China’ strategy is enabling technological breakthroughs, smarter manufacturing and greener operations, and how recent investments have future-proofed the business as the market continues to shift.

**From manufacturing hub to R&D powerhouse**

Over the past five decades, China’s flexible packaging industry has grown into a global force. The market is now shifting from rapid expansion to higher-efficiency production, driven by three main trends: cost optimization, digitalization and sustainability.

Founded in 2018, Bobst Changzhou began as a key production site for the Group’s global flexible packaging business, specializing in high-end gravure printing presses, CI flexo presses and laminators. Today, it has evolved beyond manufacturing into a center for product development, marking a shift from ‘Made in China’ to ‘R&D for China’.

The local R&D team’s understanding of domestic customer needs enables the rapid adaptation of global technologies to Chinese market requirements. A prime example is the VISION CI flexo press, designed specifically for local converters.

**Innovation and smart manufacturing driving new market opportunities**

Flagship products such as the RS 5003 gravure series, VISIONLAM 800 laminator, and NOVALAM S 550 solventless laminator are continually refined to deliver higher performance while supporting customers in meeting their sustainability goals.

Recent innovations include the 100% recirculated air LEL system and ECO mode, which enhance energy efficiency and reduce power consumption. The site also refines automatic cleaning systems, which can be used to improve uptime and reduce waste.

The eight-color VISION CI flexo press has been a strong success in China, designed with local production needs in mind. Building on this, Bobst Changzhou plans to launch a ten-color CI press for high-end applications demanding precise color control and premium print quality.

Ultimately, the company’s aim is to cement its leadership in gravure, laminator, and flexo technologies while ensuring European engineering excellence is adapted effectively for Chinese converters – effectively combining the best of both the European and Chinese markets in one harmonized global operation.

**BOBST Connect powering a digital transformation**

Digitalization is becoming a key competitive factor for packaging converters. To support this shift, Bobst has rolled out the BOBST Connect platform in Greater China, offering a smart factory solution that integrates equipment, workflows, and data.

Aligned with China’s 14th Five-Year Plan for industrial digitalization, BOBST Connect integrates data and digital services to enable real-time equipment monitoring, optimized production planning and seamless workflow management. This empowers converters to instantly adjust tasks based on live order and equipment status.

From initial file import to final output, converters can manage the full process through a single system. This approach supports the flexible, data-driven manufacturing model needed to meet changing customer demands.

**Sustainability embedded in strategy**

Sustainability is one of BOBST’s four strategic pillars, alongside automation, digitalization, and connectivity. For Bobst Changzhou, environmental responsibility is built into both product design and operations.

The facility in Changzhou incorporates features like rooftop solar panels and on-site EV charging stations to minimize its reliance on fossil fuels. Scheduled power-off management also helps reduce energy waste on-site.

These efforts extend through the value chain, from reducing energy use and minimizing waste in manufacturing to promoting recyclable materials and lowering the carbon footprint of end products.

The company has received Changzhou Green Factory and Jiangsu Province Green Factory awards, and passed ISO 14064 and ISO 14067 audits, recognizing its decarbonization achievements.

**Growth through partnership in 2025**

Looking ahead, Bobst Changzhou will focus on expanding market share for the RS 5003 gravure series and accelerating adoption of VISION CI. The company will also strengthen its laminator offering, enhancing the VISIONLAM 800 and NOVALAM S 550 ranges to improve performance and competitiveness.

Bobst Changzhou has built trusted relationships with customers through outstanding, customer-oriented service support. The company will continue to strengthen these partnerships by extending its service portfolio to even further meet the evolving needs of customers in China.

As converters face rising demands for efficiency, quality and sustainability, BOBST aims to remain a strategic partner by delivering high-value, forward-looking solutions. The company’s commitment to local innovation, digitalization, and environmental responsibility ensures it will continue to play a leading role in the evolution of China’s flexible packaging sector.

**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. Our vision is to shape the future of the packaging world based on four pillars: connectivity, digitalization, automation and sustainability.

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 6 400 people around the world. The firm recorded a consolidated turnover of CHF 1.891 billion for the year ended December 31, 2024.

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