**PRESS RELEASE**

**Mex, Switzerland, 26th October 2022**

**Berkshire Labels selects the BOBST DIGITAL MASTER 340 All-in-One, All-Inline label press to support its ambitious growth plans**

Berkshire Labels, a leading UK-based manufacturer of high-quality and innovative self-adhesive labels, sticker sheets and shrink sleeves has signed an agreement with BOBST for the purchase of a BOBST DIGITAL MASTER 340 label press, a fully digitalized and automated production line.

The agreement is the first between the two companies and reflects the growing demand of BOBST’s new hybrid solutions in the labels industry. The DIGITAL MASTER 340 is the latest in BOBST’s All-in-One, All-Inline portfolio. It offers printing, embellishment and converting in a single pass, with perfect integration between the UV inkjet digital engine, the flexo and converting modules.

“We believe the hybrid approach offered by the DIGITAL MASTER 340 will bring significant benefits to our company, with greater efficiency, speed, product offerings and enhanced uptime.” said Paul Roscoe, Managing Director and Owner of Berkshire Labels. “Having looked at inkjet for some time now and reviewing the marketplace, I believe the DIGITAL MASTER 340 is the perfect machine to complement our existing Digital Department whilst also sitting nicely next to our modern fleet of servo Flexo Presses. We have ambitious plans for growth, and we believe the DIGITAL MASTER 340 will play a fundamental role in helping us to achieve that.”

Running at up to 100 m/min (328 feet/min) in four or six colors plus optional digital white, the DIGITAL MASTER 340 bridges the gap between traditional digital and flexo machines. It enables flexibility, fast turnaround with exceptional 1200 dpi quality. The modular architecture allows each customer to configure the exact machine they need – from a digital-only version to highly customized configuration – integrating all modules available in inline flexo. It also provides the possibility to be upgraded on-site at a later stage.

Berkshire Labels has invested in a DIGITAL MASTER 340 configuration with twin flexo units, with lamination and cold foil capabilities, inline die cutting. The company is at the forefront of labels manufacturing in the UK, providing optimum quality, consistency and cost-effective solutions for short to medium print runs, personalization right through to longer run label requirements.

“Berkshire Labels is one of the most respected independent label printers in the UK, and we are delighted to partner with them,” said Steve Lakin, BOBST Sales Manager UK. “We are confident that the DIGITAL MASTER 340 will help them to evolve their digital label production capabilities and take their already very successful business to the next level.”

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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 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.

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