**PRESS RELEASE**

**Mex, Switzerland, 1st September 2021**

**Update: BOBST oneLABEL portfolio experience in Atlanta to reveal the future of label production**

Due to the deteriorating COVID-19 situation in the US, BOBST has pivoted to create a virtual one-to-one demo opportunity in place of the previously announced in-person event at its Alpharetta Competence Center, in Atlanta, on September 14 and 16.

The change has been made to allow customers to participate safely in the oneLABEL portfolio experience with our experts. The virtual open house event planned for September 15 will continue as planned with an agenda that includes demonstrations and Q&A sessions.

If you are interested in attending the BOBST oneLABEL portfolio experience, please register here for a one-to-one demo or for the virtual open house: <https://webinar.bobst.com/onelabel-us>.

**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.

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 5 600 people around the world. The firm recorded a consolidated turnover of CHF 1.372 billion for the year ended December 31, 2020.

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