**PRESS RELEASE**

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**Chengdu Megavision builds great success in flexo with BOBST technology**

**From a small start-up established in 2005, Chengdu Megavision Design Printing Co., Ltd. has grown to become one of China’s top 50 label printing companies and the leader in Southwest China. Today, the company runs three BOBST narrow web flexo presses which have allowed it to expand capacity and improve print quality. But Megavision is much more than just a printing operation, it is a full-service company, providing label design and full product development for its customers.**

**A winning concept**

Founder Liu Jincheng, a mechanical and electrical engineering graduate, had a passion for graphic design. He entered the label industry in 2003, establishing Chengdu Megavision with three friends. Originally printing labels for veterinary drugs, the business expanded to include various segments like food, pharmaceuticals, and beverages. Chengdu Megavision gained recognition, winning titles such as Top 50 Brand Influence of Label Printing Industry in China 2022 and Best Supplier Award of Chengdu Food Industry Evaluation. Mr. Liu emphasized their focus on design, innovation, and understanding customer needs as the key to their success.

“From the very beginning, we did not define Megavision as a label converter, but as a service company with design concepts and innovation awareness that add value for customers. We use design as the basis to understand customers’ needs and to solve their pain points. Being able to quickly understand their corporate concept and design requirements for labels, and then produce products that are beyond their expectations, may be the key factor for Megavision’s achievements today,” he explained.

**From letterpress to flexo**

Some 10 years ago, Mr. Liu made the decision to move from letterpress printing to flexo technology. Between 2012 and 2019, Chengdu Megavision installed three flexo presses from BOBST, becoming the first label enterprise in Southwest China to own this type of high-end printing machines.

“At the time, letterpress was a popular printing method for labels, but it could not meet the demand for high production capacity and short delivery times. By chance, I began to learn more about flexo printing and got to know BOBST. I discovered that the advanced capabilities of BOBST presses, such as high capacity and fast job changeovers, matched our business model perfectly. Moving from letterpress to flexo printing seemed a good choice for us,” said Mr. Liu. “Before finally deciding, we spent a lot of effort examining the equipment closely and, in the end, chose the BOBST EXPERT M3 press after careful consideration.”

He went into more detail, “Looking at the equipment structure, BOBST’s flexo presses use the Flower flexo head design and have a short web path. It performs automatic pressure adjustments and dynamic job changes in one minute, which fully match our needs for more varieties and shorter runs. At the same time, the HMI touchscreen interface is very intuitive, allowing smoother operation. The most important point is the high production efficiency with the press achieving 180 m/min high-speed printing, and the quality is very stable.”

**Making the right choice**

“From the perspective of market reputation, many well-known label printing companies in other regions had installed BOBST’s flexo presses at that time. One company had installed more than 10 BOBST presses, which gave us a lot of confidence and made us choose BOBST without any worries, even after-sales service is guaranteed,” said Mr. Liu.

Facts have proved that BOBST was indeed a wise choice for Chengdu Megavision. The first EXPERT M3 flexo press has demonstrated excellent production performance and greatly improved customer satisfaction since it was officially put into production. Furthermore, there has been very little need for BOBST to provide any maintenance and service for any of the three presses.

Mr. Liu praised the BOBST presses without reservation: “The first BOBST EXPERT M3 flexo press was bought to increase production capacity, while the second and third BOBST MASTER M5 flexo presses were installed to upgrade the label quality. From simple process to multi-process inline production, our BOBST equipment has supported the rapid development of Megavision, because the machines adopt a modular and flexible design with flexo, screen-printing, foiling, die-cutting and foiling and other modules that can be combined. This also means that in the future, through the powerful functions of this equipment, we can present customers with more abundant and wonderful product effects and satisfy diverse customers’ demands.”

**Looking toward the future**

The development of an enterprise is affected by many internal and external factors such as market demand, enterprise core competitiveness and management. For Chengdu Megavision, the excellent performance of its equipment has laid a solid foundation for high-label quality which will enable the company to continue to grow. With the help of its BOBST flexo presses, Megavision plans to participate in national label printing competitions and expand its business beyond Chengdu and Southwest China.

Regarding future development, Mr. Liu has always had a clear idea, “No matter how the times change, our pursuit and dream of labels is always the same, starting from R&D innovation to product design, we will focus with perseverance on creating more value for our customers with more professional and customized solutions

**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 6 100 people around the world. The firm recorded a consolidated turnover of CHF 1.841 billion for the year ended December 31, 2022.

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