**PRESS RELEASE**

**Mex, Switzerland, 20th October 2022**

**A landmark moment for sustainable packaging: BOBST and partners unveil oneBARRIER products at K 2022**

**BOBST also announces** **One complete solution – providing perfect flexible packaging workflows, based on individual converter production needs**

Together with its partners, BOBST today revealed one of the most exciting milestones in the journey towards truly sustainable packaging: oneBARRIER, a family of new alternative and sustainable solutions.

At K 2022, taking place in Düsseldorf, 19–22 October, BOBST and its partners have revealed Generation 3.0 “hero samples” of oneBARRIER PrimeCycle – a polymer-based mono-material, which is recycle-ready while retaining excellent barrier qualities, making it a potentially groundbreaking development for sustainable packaging. PrimeCycle is an EVOH-free, top-coat free solution for full PE barrier and is an alternative to metallized polyester film. The Generation 3.0 samples, which are various examples of food packaging, are another significant evolution from the 1.0 version first presented at K 2019 – they are now converted and printed on real scale equipment, assuring quality and barrier performance along every successive conversion phase.

The reveal comes just weeks after Institute Cyclos – the respected expert in the classification, assessment and certification of recyclability of packaging – awarded BOBST an EU-wide certification of recyclability for oneBARRIER PrimeCycle, with a recyclability level of 98%. This is an exceptionally high recyclability level for a high barrier film. BOBST’s partners involved in oneBARRIER PrimeCycle include Dow, Michelman, Sun Chemical and Zermatt, who are all present during K 2022 to demonstrate their vital contributions to this exciting development.

A second major oneBARRIER breakthrough is also on show for the first time at K 2022. oneBARRIER FibreCycle is a full paper, mono-material, recycle-ready solution created together with partners Michelman and UPM, in response to increasing demand in the industry for more paper-based packaging options. Together with Finnish-based converter Huhtamaki, BOBST has revealed the first ever hero samples of converted packaging using the FibreCycle solution, representing another exciting and significant milestone for sustainable packaging.

“The oneBARRIER solutions presented at K 2022 are the real deal – sustainable, recycle-ready packaging with excellent barrier properties,” said Sara Alexander, Marketing and Communications Manager, Flexible Packaging Industry, BOBST. “This success is testament to the great collaboration between all our valued partners, and we are proud to have played an integral role. Sustainable packaging has represented one of the great challenges of the modern era, and one of the most necessary. Now at BOBST, together with our partners, we are ready.”

**One complete solution**

Sustainability is not the only hot topic for BOBST at K 2022. BOBST also announced the launch of One complete solution – a new tailored package of end-to-end solutions to create a perfect flexible packaging workflow for converters, based on their production needs.

One complete solution is a portfolio of end-to-end workflows that connect all steps, from production file and pre-press through to the reels of printed or laminated substrates, or of high barrier functional films or paper.

BOBST is hosting an Open House event in Bielefeld, which is running concurrently to K 2022 (19-26 October), where attendees will be able to see an example of One complete solution in action. The workflow on display will include full pre-press set up with smartGPS, plus sleeve mounting with our partner, AV Flexologic, plus a CI Flexo press with the VISION CI, plus quality control with the BOBST digital inspection table, plus lamination with the solventless NOVA SX 550 LAMINATOR, plus all essential data and digital services with BOBST Connect.

“One complete solution provides everything converters need tailored to their specific needs,” said Sara Alexander. “Uniquely in our industry, BOBST has the knowledge and portfolio of solutions to create complete and seamless quality production for converters, offering end-to-end solutions for more productive flexible packaging. The workflow is more efficient, the whole process is smoother, and servicing is considerably easier. It really is the whole package.”

A second BOBST Open House took place on 18 October at Bobst Manchester Open House, focused on the FibreCycle solution with partners UPM and Michelman, and giving attendees the opportunity to see BOBST`s latest vacuum metallizing solutions in person.

**BOBST Connect**

An integral element of One complete solution, and also on show at K 2022, is BOBST Connect. BOBST Connect is a user-centric digital platform that links different steps of the production process through a digitalized and automated workflow. It improves efficiency, control, and data knowledge, driving quality and productivity across the value chain.

BOBST has announced that as of 1 July 2022, BOBST Connect Essential – the first subscription plan of this very powerful tool – has been made available on all BOBST machines as a standard supply. This is a unique offer within the industry.

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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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