**PRESS RELEASE**

**Mex, Switzerland, 21 December 2023**

**BOBST to present market-leading label solutions at Gulf Print & Pack 2024**

**As a one-stop shop for narrow-mid-web printing, BOBST will present its complete product and services portfolio for label and packaging production during Gulf Print & Pack 2024 in Dubai.**

The size of the GCC packaging market is predicted to grow at a healthy rate over the next few years, as the Gulf countries continue investing heavily in the industrial sector. With its strong presence in the region, BOBST is poised to support the upcoming trade show in Dubai, on January 9–11, 2024. The company will be highlighting its most recent introductions for narrow-mid-web label and packaging printing, including the DIGITAL MASTER 340/510 All-in-One and DIGITAL EXPERT 340 presses.

The local BOBST experts will be welcoming visitors to discuss the company’s innovative printing technologies, from inline flexo to pure inkjet digital and the All-in-One modular platform. Every solution has been designed to combine automation, digitalization, and connectivity with the sustainability-driven needs of an ever-evolving market.

Ahead of the show, Khaled Joundi, Zone Business Director Middle East, Egypt and Pakistan, emphasized, “BOBST has all the key technologies to efficiently produce various label types, whether with flexo, digital or a combination. From 1 to 1 million labels, we optimize the entire production floor by building the platform that best meets our customers’ needs. The modular and expandable All-in-One solution offers flexibility and agility to address a wide range of applications with a single piece of equipment, while our flexo portfolio offers a high level of automation for greater efficiency and higher productivity.”

Encouraging visitors to head to the BOBST stand, he added, “The market in the Middle East is characterized by diverse consumer preferences and regulatory requirements. BOBST’s digital solutions empower businesses to efficiently adapt to these variations, ensuring full compliance and customer satisfaction.

“We anticipate some interesting discussions at Gulf Print & Pack, which is a key event in the industry calendar. Visitors will have the chance to explore and discuss exciting new opportunities for growth in both labels and short-run flexible packaging, as well as their service needs, with our local team.”

BOBST can be found at **stand H3** during Gulf Print & Pack 2024.

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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 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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