**PRESS RELEASE**

**Mex, Switzerland, 14th April 2022**

**BOBST to showcase NOVAFOIL and NOVAFOLD at new Amplify Print event**

**New US-based event focused on print finishing & embellishment will provide opportunity for attendees to hear about BOBST’s latest Hot Foil Stamper and Folder Gluer technology**

BOBST will attend the very first edition of the Amplify Print event – to be held in Minneapolis, US, June 14-16, 2022 – showcasing some of its latest technological developments for the folding carton industry.

Amplify Print is a three-day event aiming to bring print finishing and embellishments to the forefront. It will feature the latest products and processes raising the standard for foil and coatings, die-cutting, folding and gluing, binding, direct mail, and more.

Attendees will have the opportunity to hear about the latest BOBST technology in these fields, including:

* The recently launched NOVAFOIL 106, a hot foil stamper for high-quality embellishment in folding carton production. This machine has been developed to offer efficient, versatile and cost-effective multi-color foiling. Its capacities also include embossing, debossing, hologram application and even die-cutting. It will allow customers to create more elaborate designs to produce high-value packaging.
* The new NOVAFOLD folder-gluer, launched in January of this year. Designed to help packaging companies boost capacity and end-product quality, the NOVAFOLD 50, 80 and 110 folder models offer a powerful blend of reliability, precision and versatility. The machines can produce a wide variety of box styles across a range of substrates, at speeds of up to 300 meters per minute. It is the latest in BOBST’s comprehensive range of folder-gluers, one the of most diverse and high performing portfolios available to today’s packaging printers and converters.

“In an increasingly competitive market when brand owners need their products to stand out from the crowd, print finishing and embellishment are more important than ever,” said Emilio Corti, Market Director at BOBST North America. “It’s great to have an event focused on this vital aspect of packaging and to have the opportunity to talk to converters and brand owners in North America about what we have to offer in this space.”

During the event, you can find BOBST at Booth 319 in the Minneapolis Convention Center.

**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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