**PRESS RELEASE**

**Mex, Switzerland, 14th April 2025**

**BOBST and partners present new era in flexible packaging production at Open House**

**Working closely with partners to create collaborative solutions, BOBST leverages its local Competence Centers to drive global advancements in packaging. An Open House in April, held at the San Giorgio facility in Italy, showcased BOBST’s industry-leading portfolio for flexible packaging production, demonstrating the latest value-adding innovations in printing and converting.**

Innovation in gravure printing and associated converting processes was the focus of a recent Open House held by BOBST and partners in Italy. Taking place at the dedicated Flexible Packaging Competence Center in San Giorgio Monferrato, BOBST welcomed visitors across two days, on April 8 and 9, offering machine demonstrations, presentations and networking opportunities with senior leaders and other industry experts.

Live demonstrations of BOBST’s innovative smartGRAVURE solution shown on a MASTER RS 6003 press was the highlight on both days. Offering the ultimate in optimization, smartGRAVURE is an end-to-end digitalized process that allows converters to deliver exceptional and consistent quality, with very low waste of substrates and inks. The system leverages automated process color management with BOBST oneECG (Extended Color Gamut) printing, which incorporates single-touch oneSET automatic setup using the Job recipe management system for data connectivity via the BOBST Connect cloud-based platform.

Showcasing BOBST’s lamination expertise, the solventless NOVALAM S 550 laminator was presented in full production mode throughout the two days. This cost-effective, compact machine impressed with its agility in processing the latest trending materials, including very thin, stretchable films and metalized films. Simple to implement with ‘plug & play’ installation, it is available in three standard web widths, with other widths available as option, and runs at a maximum lamination speed of 450 m/min; a real must-have for converters of any size.

“BOBST smartGRAVURE is a revolutionizing solution with the ability to completely changing the way converters work, as they implement full automation and digitalization. Put it together with the compact and agile NOVALAM S 550 solventless laminator and you have a winning combination of best-in-class technologies that guarantee a profitable future in the gravure market,” stated Davide Garavaglia, General Manager and Head of Product Lines Gravure, Vacuum Coating & Laminating.

The comprehensive program also presented a group of key technology and process partners covering other aspects of flexible packaging production. They included Advanced Vision Technology (AVT) for inspection and print process control systems; Belgian packaging consultancy firm Co-ëfficiënt; Sun Chemical, manufacturer of printing inks, coatings and adhesives; lamination specialist Synaptik from Spain; and substrates and media manufacturer UPM Speciality Papers.

Commenting on the success of the event, Garavaglia said, “We are proud to have welcomed visitors, partners and industry experts to another highly informative Open House at our fantastic Competence Center in San Giorgio Monferrato. It clearly proves that here at BOBST, we have the right solutions for producing exceptional flexible packaging, allowing customers the flexibility to create the workflow that best suits their business model and their customers’ needs.”

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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 industries. Our vision is to shape the future of the packaging world based on four pillars: connectivity, digitalization, automation and sustainability.

Founded in 1890 by Joseph Bobst in Lausanne, Switzerland, BOBST has a presence in more than 50 countries, runs 21 production facilities in 12 countries and employs more than 6 400 people around the world. The firm recorded a consolidated turnover of CHF 1.891 billion for the year ended December 31, 2024.

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