**PRESS RELEASE**

**Mex, Switzerland, 9th February 2023**

**BOBST to highlight CI flexo expertise at INFOFLEX 2023**

**Ahead of this year’s INFOFLEX trade show in April, leading global manufacturer of printing and converting technologies, BOBST, has confirmed its continued support as sponsor of the FTA’s event. Integrated solutions and advanced automation technology for flexible packaging production will be the main focus on the BOBST booth in Columbus, OH.**

The flexographic community heading to INFOFLEX on April 17–18 will be met by technology experts ready to discuss BOBST’s latest innovations in CI flexo printing and associated processes.

Emilio Corti, Regional Market Director, Bobst North America said, “BOBST is leading innovation across all packaging segment, helping customers face a very tough market with unprecedented challenges. Flexible packaging printers, in particular, are under pressure, as the demand for more sustainable products and production methods accelerates, which is why BOBST has built its dedicated portfolio with those very needs at the heart of developments.”

A great example is the BOBST VISION CI flexo press, which offers the best-in-class price-performance ratio, delivering the most efficient operation for all production lengths on a wide range of film, paper and laminated substrates. With a host of technical innovations and automation features, the press offers significantly reduced waste in setup and changeovers for better sustainability, all in a compact design.

Another waste saving innovation is the successful smartGPS system, which performs all registration and impression settings automatically off-line at the plate mounting stage.

“More than simply discuss the advantages of our vast arsenal of proven solutions, BOBST will be at the show to maintain the close relationships we have with our customers and to welcome new ones in person,” said Mr. Corti. “Our team will be ready on the booth to share their expertise and help find the best solution for every converter’s needs, by providing them with the knowledge and ability to stay ahead of the competition.”

Visitors can find BOBST on booth #623 at the Greater Columbus Convention Center.

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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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