**PRESS RELEASE**

**Mex, Switzerland, 8 October 2025**

**Bobst UK & Ireland showcases corrugated and carton breakthroughs at open house events**

Bobst UK & Ireland opened the doors to its Redditch site for a series of exclusive Open House events on October 1st and 2nd, 2025. Together, industry professionals experienced the latest innovations and technologies for corrugated and folding carton converters.

The two-day programme combined demonstrations, via live links from BOBST’s Packaging Centre in Switzerland, technical presentations and interactive sessions with BOBST experts. The team included performance specialists, sales managers, technical support and customer service.

Attendees took a deep dive into the market drivers and challenges facing today’s converters, such as automation, rising costs, changes within retail, higher demand for shorter runs and zero-fault packaging. Discussions then ensued regarding the capabilities of BOBST’s pioneering technologies and machines for corrugated and carton production.

Craig McGowan, Sales Manager at Bobst UK & Ireland, said: “We were delighted to welcome our customers and partners to these special open houses. The event reminded us that progress in packaging isn’t just about machines, it’s about people. When you get converters, engineers, and our own technical teams together, you start to see where ideas really come to life. The conversations were open and honest, and that’s what drives real improvement. It’s exciting to see how automation and connectivity are already changing what’s possible on the factory floor.”

Day one was focused on the folding carton market, and a key highlight was the introduction to the new-to-market DIGITAL MASTER 55 reel-to-blank digital folding carton solution**,** by Phil Baldwin, Technical Sales Manager, Northern Europe. Guests also witnessed the NOVACUT 106 ER die-cutter and EXPERTFOLD 110 folder-gluer in action, and live demonstrations of the Digital Inspection Table (DIT) and BOBST Connect.

Nick Sharp, Production Manager at Simply Cartons, said: “BOBST equipment makes packaging production quick and easy. I can’t speak highly enough of how it has transformed converting within our business. Days like these are always worthwhile, to see what is coming down the pipeline and for learning and understanding about how we can work together to optimise efficiency and productivity.”

Day two profiled technology and machines specifically for the corrugated market, with Nick Geary, Sales Manager at BOBST, detailing the capabilities and production benefits that the new in-line flexo folder gluers, NOVA FFG and VISION FFG bring to standard RSC converting. Stuart Alvey Taylor, Sales Manager at BOBST, then led a presentation called ‘*The reliable foundation for modern packaging’*, exploring trends within the corrugated market before giving an overview of how the BOBST portfolio can support converters in responding to the changing packaging environment. A Q&A session rounded off both days.

Craig Moran, Region Business Director Northern Europe at BOBST added: “Our portfolio has been carefully designed to meet the evolving needs of converters well into the future. By combining efficiency with innovation, we are enabling packaging producers to stay ahead of market challenges and seize new opportunities. Backed by expert support and service, our solutions provide a foundation for long-term success in an increasingly dynamic industry.”

**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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