**PRESS RELEASE**

**Mex, Switzerland, 29th August 2024**

**Geostick extends capabilities with second investment in BOBST All-in-One technology**

**The investment in the wider DIGITAL MASTER 510, combining** **flexo and digital technologies, aims to expand the application range, boost production efficiency and increase sustainability.**

[Geostick Group](https://geostick.nl/), a leading label converter in Europe, has developed a strong partnership with BOBST over several years. The decision to invest in another All-in-One solution, this time a DIGITAL MASTER 510, is part of the company’s strategy to explore new applications for existent customers, and to attract new clients, as well as to optimize operations across its facility.

The Netherlands-based printing company has been highly satisfied with the performance of the DIGITAL MASTER 340, installed less than two years ago, and the support provided by BOBST. Currently producing over 30,000 linear meters per day at the Geostick Digital Printing Center in Uithoorn, the press effortlessly handles a mix of jobs – from very small to larger run lengths – with just one operator thanks to all production processes in-line, producing finished labels in one pass.

Commenting on the expansion, Cees Schouten, Geostick’s COO, stated, “Being an early adopter of the All-in-One solution has allowed us to remain competitive and sustainable, streamlining operations due to the close integration of flexo, digital, and converting technologies. Now, moving a step further with the DIGITAL MASTER 510, we will be able to transfer more complex flexographic work to this digitally oriented production process. This will result in even greater efficiency and higher sustainability.”

The highly versatile [BOBST DIGITAL MASTER 510](https://www.bobst.com/en/products/digital-all-in-one/digital-all-in-one-printing-presses/overview/machine/digital-master-510/), configured with a delam-relam module and a turn bar, offers Geostick a modular and future-proof solution, which can be retrofitted with additional modules in the future if needed. Like the existing installed machine, the new label press comes with BOBST ACCUCHECK for inline calibration and 100% quality control to ensure fault-free label production, less waste and more sustainable operation. Running at up to 100 m/min, the latest All-in-One machine at Geostick is connected to a turret rewinder from AB Graphic International, allowing fully finished label reels to be produced in a single pass, ready for shipment to the client.

With this investment, Geostick expects to achieve significant milestones quickly, including producing 45,000 linear meters in one day over just two shifts. Most importantly, this high output can be managed by a single operator overseeing the entire one-pass process from printing, embellishment, and die-cutting to slitting and rewinding.

“It is particularly rewarding that Geostick, as one of Europe’s most forward-looking label printers, recognizes the huge potential of the DIGITAL MASTER 510 based on the experience with its first BOBST All-in-One platform. This latest investment underscores the company’s commitment to leveraging cutting-edge technology to enhance production capabilities and meet the evolving needs of its clients,” said Matteo Cardinotti, BOBST Head of Product Line Narrow-Mid Web.

**Caption:**

**From left to right:** Nigel Tracey, BOBST NMW Technology Sales Director; Matteo Cardinotti, BOBST NMW PL Head; Armand van Huut, Geostick CEO; Cees Schouten, Geostick COO; Tommy Schouten Geostick Production Manager; Koen Vlieghe, BOBST Zone Business Director Labels

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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 21 production facilities in 12 countries and employs more than 6 300 people around the world. The firm recorded a consolidated turnover of CHF 1.960 billion for the year ended December 31, 2023.

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