**PRESS RELEASE**

**Mex, Switzerland, 15th June 2022**

**BOBST builds on strong label strategy in Denmark**

Following the successful launch of the BOBST DIGITAL MASTER series 340 and 510, authorized sales agent No-Me (Nordic Media) is now busy introducing the innovative All-in-One presses to customers in Denmark. The well-known company represents the entire BOBST oneLABEL portfolio with a strong install base already established in the country.

With over 30 years’ experience in the printing industry, No-Me is mainly focused on labels and packaging, serving customers throughout Scandinavia with machinery from leading suppliers. The team is headed up by CEO Glenn Büttner, who commented, “I’m very proud to represent BOBST’s portfolio of printing and converting machines for the growing label market in Denmark. We already have a number of big customers successfully running BOBST narrow web flexo and digital presses in this country, and we’re now set to expand this presence further with the DIGITAL MASTER series.”

No-Me offers Danish customers local sales support as the perfect complement to the existing service structure from Bobst Group Scandinavia (BGS). “We are very fortunate to have such an experienced company as part of the global BOBST network of agents,” said Craig Moran, Region Business Director, BU Printing & Converting. “Having the right people in all markets is key for our customers, and I know that our expanding label offering is in good hands with No-Me in Denmark.”

The BGS logistics hub, which is situated in Brøndby, near Copenhagen, covers all the Nordic countries. It operates as a separate legal entity and supports customers with BOBST mechanical and electrical technicians, as well as dedicated technical service management and project management. BGS is backed up with the added technical capabilities of Bobst Group UK & Ireland Ltd, where the labels team includes a digital specialist, a narrow web process specialist and two further field technicians for web-based machinery.

The new modular DIGITAL MASTER series 340 and 510 All-in-One, All-Inline presses present a unique opportunity for printers to change the future of their label production. Ranging from a digital-only version to a highly advanced configuration, the machines offer seamless integration between a central high-speed UV inkjet engine and any chosen flexo printing and converting modules for the ultimate in flexibility.

Mr Büttner added, “With the release of the DIGITAL MASTER series, BOBST has confirmed its ambition to become the market leader in labels, and I’m very excited for the future.”

The oneLABEL portfolio can be experienced in the fully equipped Competence Center at Bobst Firenze, in Italy, where the team is ready to welcome customers to personalized demos on site or conduct virtual remote demos. The BOBST BE OUR GUEST demo days run throughout the year and customers can register here: <http://www.bobst.com/competence-center-firenze>

**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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