**PRESS RELEASE**

**Mex, Switzerland, 7th November 2022**

**TPN Packaging reaffirms partnership with BOBST**

**A new NOVACUT 106 ER Autoplaten® die-cutter is the latest investment in BOBST technology by Bangkok-based Thung Hua Sinn Group. Installed at the company’s TPN Packaging division, the flatbed machine has helped increase productivity and efficiency in the production of folding cartons for global brand owner customers.**

A leader in print and packaging innovation, Thung Hua Sinn Group (THSG) in Thailand has won many top industry awards in recognition of its commitment to excellence and sustainability in every aspect of its business. For over 20 years, THSG has relied on BOBST converting technology as part of its setup allowing it to produce high quality paperboard packaging for many of the world’s best known brands.

**Focus on equipment, quality, and people**

Established in Chinatown in Bangkok in 1953, as a small letter-press company, THSG is today one of the largest print and packaging manufacturers in South East Asia, led by Managing Director (and son of the original founder) Perapong Thungkasemvathana. The Group comprises six business units – Thung Hua Sinn, Thung Hua Sinn Printing Network, TPN Flexpak, TPN Packaging, TPN Medical Packaging, and TPN Food Packaging – each with its own specialism and expertise in labels, flexible packaging, folding cartons and corrugated boxes. Products are sold to markets in Thailand and beyond, including the food & beverage, textile, electronics, health care, medical, and automotive sectors.

While the packaging industry faces many challenges in regard to material cost and supply chain, THSG has positioned itself firmly at the forefront of developments through strategic investments in innovative solutions, great emphasis on educating its workforce and its dedication to client satisfaction. The company prides itself on keeping its production capabilities in peak condition by replacing individual machines every five years, on average, and is on track to post double-digit growth figures again this year.

“With our state-of-the-art equipment and highly skilled workforce, we are able to guarantee high quality and consistency in every order we produce despite the ongoing problems we are seeing in the market,” said Deputy Managing Director Teeruth Thungkasemvathana. He explained further, “Apart from the effects of the global pandemic, the biggest issue currently is the high cost of raw materials and consumables. After that, comes the need to predict new packaging trends and demands in an ever-changing market.”

**Extending folding carton capabilities**

Located on the thriving Wellgrow Industrial Estate, in Chachoengsao, east of Bangkok city center, THSG includes Thung Hua Sinn Printing Network, which was established up in 1993 as a one-stop solution for folding carton production. These capabilities were extended in 2014 with the introduction of TPN Packaging Company Limited. Set up in a separate 15,000 square meters facility, this ultra-modern factory is dedicated to leveraging machine automation and fully integrated workflow processes, increasing the focus on quality, hygiene, food safety, and not least sustainability.

The combined folding carton division offers printing, water-based and UV coating, laminating, die-cutting, window patching, blister coating, box forming and special effects, utilizing amongst others eight offset presses, 16 die-cutters, and nine folder-gluers. Accounting for THB 2 billion (US$ 53.5m) worth of revenue in 2021, it operates two shifts covering 24 hours six days of the week and employs more than 800 qualified and experienced personnel.

Having worked with BOBST converting equipment for over two decades, the latest acquisition from the Swiss manufacturer is a NOVACUT 106 ER Autoplaten® flatbed die-cutter brought in to support growth and increase capacity at TPN Packaging. The new machine offers cutting, stripping and blanking in one pass, handling paper, carton and solid board, and light corrugated board, in maximum sizes of 1,060 x 760 mm (41.73 x 29.92 in) at a processing speed of up to 7,000 sheets per hour. It features smooth feeding, precise registration and perfect in-line stripping as well as automatic non-stop delivery for greater productivity and reduced waste.

“The positioning of the NOVACUT model perfectly fits our needs in term of job run length, speed, and applications, and we have already seen an increase in productivity and efficiency since adding it to our factory floor,” said Mr Teeruth Thungkasemvathana. “The machine is also very user friendly for both new and experienced operators thanks to the intuitive HMI and simple step-by-step guides for job setups.”

**Choosing reliability and sustainability**

The key to success of any business is to understand the customers’ specific needs and requirements; a fundamental premise which pervades the company ethos of THSG and TPN Packaging, as well as BOBST. In today’s market, the impact of packaging on the planet is at the forefront of consumers’ minds which means all brands are looking for more eco-friendly solutions from their suppliers.

“Our commitment not only to efficiency, client satisfaction and innovation, but also to people, ethics, social and environmental obligations, differentiates us from our competitors,” said Mr Thungkasemvathana. “Our customers today want sustainability in terms of both processes and the packaging itself, so we strive to lead the way with solutions and production methods that help reduce the impact on the environment.”

Sustainable manufacturing requires reliable machines that increase productivity and efficiency while also cutting waste of material and operator time, such as the BOBST NOVACUT 106 ER. Reliability, however, extends beyond the machine itself to the service and support structure provided by the manufacturer. “We have always been well supported by BOBST. They have a strong local service team, which is crucial for us to avoid unplanned downtime so we can deliver on time for our customers,” said Mr Thungkasemvathana.

He concluded, “We want to continue to provide our customers with innovative and sustainable solutions that meet their packaging needs, and BOBST is a key partner in helping us to achieve this goal. Reliability and productivity are the main reasons why we chose the NOVACUT and why we have worked with BOBST for more than 20 years.”

Caption:

(Left to right)  
Waewlada Teachasakul, Sales Manager-Thailand

Teeruth Thungkasemvathana, Deputy Managing Director  
Kajari Attila, Zone Business Director, South-East Asia FC & CB Industry Business Unit Printing & Converting

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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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