**PRESS RELEASE**

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**BOBST EXPERT CI flexo press delivers against the sustainability & quality demands of Cartaform**

When the Magrin family at leading the Italian flexible packaging manufacturer, Cartaform, decided to invest in a new printing press, there were three clear objectives that a new machine had to support and address.

With a clear company effort towards achieving more sustainable operations, waste reduction was high on the list. Increased productivity was another ‘must-have’ for the business as it focused on responding to the demands of brands and retailers for higher volumes and faster turnarounds; and finally, enhanced printing quality in order to deliver exceptional, stand-out graphics and designs for customers.

For Cartaform, choosing a supplier that could provide best-in-class machines, combined with a strong commitment towards training and service, was crucial.

“BOBST was able to demonstrate that they could deliver on every point,” said Massimo Magrin, CEO of Cartaform. “The technology was state-of-the-art, and we had every confidence that they would be able to deliver the technical expertise required to ensure seamless integration, as well as ensuring we achieved optimum performance once installed.”

Founded 30 years ago, today, Cartaform employs 20 people at its 5,000sq ft site near Vicenza and provides printing, lamination, slitting and rewinding services to food brands and producers across Italy and norther Europe.

The investment in a BOBST EXPERT CI 10-color flexo press complements and enhances Cartaform’s existing flexographic printing and production capabilities, which includes two flexo CI presses, two laminators, a punching machine and three slitter rewinders. The new EXPERT CI machine has enabled the company to expand its product offering to customers, as well as boost speed, environmental and quality performance.

“With the EXPERT CI, we have a machine that is robust and reliable, and able to deliver consistent quality and precision at high speeds,” said Massimo. “It enables fast job changeovers to reduce downtime and maintain high productivity to support peaks in demand, whilst also incorporating a range of features that help us to reduce waste, energy and errors in production.”

The EXPERT CI press delivers stable and controlled print results and exceptional productivity. Its exclusive technical features make it ideal for Cartaform.

Capable of a maximum print width of 1250mm, at a maximum speed of 500 meters per minute, the press supports consistent and accurate process automation to reduce waste, errors and increase efficiency along the entire production line. It incorporates smartSET, an in-line system for registration and impression setting, that speeds up job set-ups and changeovers, while at the same time, reduces substrate and consumables waste.

The design of the printing frames combines extreme rigidity with perfect ease of operation. It enables high production speeds even with the most intricate graphics, and, at the same time offers effortless sleeve, intermediate mandrel and anilox sleeve changeovers through the frame 'window'.

The press also incorporates smartFLO inking and a doctor blade chamber system for predictable and controlled printing results. Meanwhile, BOBST’s triLOCK bearing technology, on the print decks, enable faster operation and eliminate manual locking to avoid process inconsistency.

Massimo concluded: “These are all important elements for Cartaform as we seek to create more efficient and sustainable operations. With the EXPERT CI we see all these benefits without compromising on quality. It’s a win, win for our business and customers!”

**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.

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 5 600 people around the world. The firm recorded a consolidated turnover of CHF 1.372 billion for the year ended December 31, 2020.

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