**PRESS RELEASE**

**Mex, Switzerland, 20th September 2022**

**Bobst North America makes new appointment to support opportunities in labels market**

BOBST is pleased to announce that effective Tuesday, September 6, 2022, Matt Bennett has joined BOBST in the position of Label Zone Business Director. Matt will be responsible for sales team leadership and driving revenue and will lead our ambitious growth plan for both flexo and digital technology within the narrow mid web scope.

Matt has been in the printing and packaging industry for over 30 years and has a wealth of experience in labels and digital printing, having spent several years heading up Sales for HP Indigo Labels and Packaging in North America.

“Matt’s understanding of digital printing in the labels space, as well as his strategic planning and experience in sales, marketing and customer service, will help to continue the future growth and success of BOBST’s oneLABEL Portfolio,” said Emilio Corti, BOBST Market Director Americas. “We are delighted to have Matt become a member of our team”.

“I’m thrilled to be leading the digital label and flexographic business for Bobst North America,” said Matt. “BOBST is investing heavily into digital and the overall label press portfolio is second to none. The new digital presses DIGITAL MASTER 340 and DIGITAL MASTER 510 “All In One” will transform the digital label press market and allow for unmatched inline printing, finishing and embellishing”.

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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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