**PRESS RELEASE**

**Mex, Switzerland, 27th June 2024**

**BOBST brings raft of label innovations to Labelexpo Americas 2024, in Chicago**

**The September show serves as a platform to present the company’s latest innovations in line with its industry vision and pillars of connectivity, digitalization, automation and sustainability.**

Labelexpo Americas 2024, taking place on 10–12 September 2024, is a milestone in the industry calendar for BOBST, as the company continues to build on its industry vision for the packaging industry. Following the opening of the new Competence Center in Atlanta – where customers could experience the labels and flexible packaging portfolio live – the North American team will be available on booth 5601 at Labelexpo Americas and visitors will be able to experience live demonstrations on the BOBST DIGITAL MASTER 340 among others.

“Labelexpo is an unmissable event for anyone in the label and packaging sector,” said BOBST Label Zone Business Director for North America, Matt Bennett. “For the 2024 edition, we look forward to showcasing multiple exciting features, and recently introduced solutionsdesigned to extend capabilities in labels and packaging production for our customers.”

New BOBST Connect and pre-press features, combined with an extensive network of industry partners, allow label converters to accelerate job preparation, with faster job completion, less dependent on operator skills, and with a more connected production floor. At Labelexpo, visitors can experience BOBST Connect demos showcasing these latest features, including a major update to the equipment monitoring capabilities which provides detailed data insights, performance management KPIs and job inspection reports.

The DIGITAL MASTER 340 will demonstrate BOBST’s All-in-One label production concept with printing, finishing, die-cutting and quality control in a single pass. As every machine in the DIGITAL MASTER series, it features ACCUCHECK, BOBST proprietary inline inspection and calibration system. It also comes with full digital automation on all print and finishing modules, controlled via a single user-friendly interface that offers cloud-connectivity to BOBST Connect and third-party MIS integration.

ACCUCHECK has been updated with new automatic quality inspection set-up and job queue synchronization, allowing customers to inspect every single job effortlessly. Calibration improvements include a new color uniformity feature, while advanced color-to-color registration now performs calibration in just 15 minutes. Additionally, the enhanced automatic nozzle compensation now includes deviated nozzles alongside missing ones.

BOBST’s label solutions are intended to address three major pain points: ease of use, workflow integration and color consistency across all technologies. In this regard, BOBST experts will be ready to discuss oneECG (Extended Color Gamut) printing technology for inline flexo presses which brings significant savings and sustainability benefits alongside improves color consistency.

Matt Bennett concluded, “Labelexpo Americas 2024 neatly complements the recent opening of our new Competence Center in Atlanta, which has been a great success, attracting visitors from across the Americas. While the DIGITAL MASTER 340 will perfectly showcase BOBST Inkjet Technology in Chicago, we would also like to invite interested parties to Atlanta to see our inline flexo MASTER M6 along with our digital and All-in-One solutions.”

./.

**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.

**Press contacts:**

Gudrun Alex  
BOBST PR Representative

Tel.: +49 211 58 58 66 66

Mobile: +49 160 48 41 439

Email: [gudrun.alex@bobst.com](mailto:gudrun.alex@bobst.com)

Katie Graham

Regional Marketing & Communications Manager

Bobst North America Inc.

Tel.: +1 973 226 8000

Mobile: +1 404 308 3480

Email:[katie.graham@bobst.com](mailto:katie.graham@bobst.com)

**Follow us:**

Facebook: [www.bobst.com/facebook](http://www.bobst.com/facebook)   
LinkedIn: [www.bobst.com/linkedin](http://www.bobst.com/linkedin)   
YouTube: [www.bobst.com/youtube](http://www.bobst.com/youtube)