**PRESS RELEASE**

**Mex, Switzerland, 8th March 2023**

**BOBST to showcase sustainable paper-based packaging with partners at Converters Expo**

BOBST will attend the Converters Expo 2023, taking place April 12-14, Green Bay, Wisconsin, USA, with a focus on oneBARRIER, a family of new alternative and sustainable solutions developed by BOBST and its partners.

BOBST will showcase printed samples using oneBARRIER FibreCycle, a high barrier, paper-based, recycle-ready solution created together with partners Michelman and UPM, in response to increasing demand in the industry for more paper-based packaging options.

The oneBARRIER materials can also be printed on BOBST flexo presses, such as the VISION CI Flexo. The VISION CI is designed to deliver the most efficient performance for all production lengths on a wide range of substrates – and this will soon include new oneBARRIER innovations such as oneBARRIER FibreCycle. The VISION CI is fast to setup and change over and is ideal for converters looking to add a powerful and reliable production tool to their operation.

“Creating a sustainable substrate is half the battle, but it has to be fully practical and printable for converters, otherwise there is limited value,” said Emilio Corti, Regional Market Director, Americas. “That is why it is so vital that we develop the oneBARRIER innovations to be compatible with presses such as the VISION CI Flexo. Together with our valued partners, we are creating a solution that is fully ready for commercialization.”

BOBST will also be discussing One complete solution – a new tailored package of end-to-end solutions to create a perfect flexible packaging workflow for converters, based on their production needs.

One complete solution is a portfolio of end-to-end workflows that connect all steps, from production file and pre-press through to the reels of printed or laminated substrates, or of high barrier functional films or paper. It makes the workflow more efficient, the whole process smoother, and servicing is considerably easier.

Converters Expo is a one-day expo in the heart of the nation’s largest converting corridor bringing converters of paper, film, plastics and nonwovens together with industry buyers, specialists and suppliers. You can find BOBST and its partners at booth 5 and you can register for the event by visiting <https://www.packagingstrategies.com/converters-expo>.

**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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