**CUSTOMER CASE STUDY**

**Mex, Switzerland, 5th September 2024**

**Speed, quality and innovation: Northern Label redefines its production with BOBST DIGITAL MASTER 340.**

Northern Label Group, a leading label printer in Canada serving the health & beauty and personal care markets, has taken a significant leap forward in their digital printing capabilities by investing in a BOBST DIGITAL MASTER 340.

Founded in 2004 by Sean Murray and Don Rees, Northern Label initially made its mark with an 8-color, 10” UV flexo press, which enabled them to deliver high-quality labels from the start. Their decision to integrate the BOBST DIGITAL MASTER 340 into their production line marks a new era for the company, enhancing speed, automation, and overall quality with an All-in-One platform.

**Major boost for Northern Label in fast-changing labels market**

With the acquisition of the new DIGITAL MASTER 340, Northern Label has significantly elevated its production efficiency and quality, allowing them to better serve clients ranging from global brands to smaller, local businesses. With the label market constantly evolving, and customer requirements becoming more varied and complex, the DIGITAL MASTER 340 provides Northern Label with a solution to meet all needs.

The automation capabilities of the DIGITAL MASTER 340 minimize downtime and maintenance, while its exceptional print speed and quality enable Northern Label to meet even the most demanding customer requirements with ease. Another significant advantage is the ability to incorporate new modules to the DIGITAL MASTER 340, allowing Northern Label to evolve and adapt the machine as their customers’ requirements change in the years ahead.

Sean Murray, President of Northern Label, shared his enthusiasm about the partnership: “The DIGITAL MASTER 340 has truly transformed our production capabilities. It’s not just about increasing our speed and efficiency; it’s about consistently delivering the high-quality labels our clients expect. Partnering with BOBST has been a strategic move that aligns perfectly with our commitment to innovation and excellence.”

**BOBST DIGITAL MASTER 340: setting new standards in digital printing**

The DIGITAL MASTER 340 is a cutting-edge digital inkjet All-in-One, All-in-Line solution providing a fully digitalized and automated production line, from printing to embellishment and cutting.

Designed for high productivity and superior quality, it prints at speeds up to 328 feet per minute with a resolution of 1200x1200 dpi, utilizing BOBST’s proprietary Digital Inkjet Technology for sharp and vibrant results. The DIGITAL MASTER 340 offers versatility across various media and print applications, making it the perfect fit for Northern Label’s diverse portfolio, which includes flexo, digital, hybrid, silkscreen, foil combo, extended content, shrink sleeves, and roll-fed printing.

Each print, embellishment and finishing module is digitally automated for exceptionally high uptime, low waste, and outstanding repeatability regardless of the operator’s skills.

Matt Bennett, Zone Business Director for BOBST USA & Canada, added, “Northern Label’s dedication to quality and customer satisfaction aligns perfectly with our own values at BOBST. We are thrilled to support their growth and innovation with our DIGITAL MASTER 340 All-In-One solution, and we look forward to seeing how this partnership will continue to evolve and push the boundaries of digital label printing.”

This partnership exemplifies what is possible when two industry leaders collaborate with a shared vision for innovation and excellence. As Northern Label continues to leverage the advanced capabilities of the BOBST DIGITAL MASTER 340, they are well-positioned to maintain their reputation for high-end, boutique label printing while scaling to meet the growing needs of their clients.

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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 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 contact:**

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)

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