**PRESS RELEASE**

**Mex, Switzerland, 12 October 2021**

**BOBST is shaping the future of label production**

Following the unveiling of the oneLABEL strategy, BOBST has now fully equipped its Competence Center at Bobst Firenze in Italy, where the industry’s broadest portfolio of Flexo, UV inkjet and All-in-One label presses can be seen demonstrating exactly how converters can optimize their entire production floor.

Technologies on show include the MASTER DM5 All-in-One, All-Inline and the Mouvent LB702-UV digital UV inkjet label presses, and the VISION M1, MASTER M5 and MASTER M6 flexo solutions.

“Our oneLABEL portfolio covers the whole spectrum of label printing,” said Matteo Cardinotti, General Manager of Narrow & Mid Web Printing & Converting. “Over the last few years, it has become quite clear that no single technology can cover all requirements. We understand the importance of finding the right tools for every job and that digital and analogue must work together to optimize the opportunities for label printers everywhere.”

The MASTER DM5 All-in-One, All-Inline label press combines the strengths of BOBST’s flexo and inkjet technologies into one workflow to prime, print, embellish and cut in one pass with just one operator. The modular press is configured with technology that is wholly owned and developed by BOBST, so converters have only one point of contact. And because both are 100% BOBST, converters won’t have to choose from a fixed set configurations but can create the ideal machine according to their exact needs, starting from the simplest label press to the most sophisticated production line. Additional modules can be added over time in step with market changes.

The seamless integration between digital and flexo in the MASTER DM5, coupled with the highest level of automation, exceptional print quality (1200x1200 dpi) and the fastest digital printing speed (100 m/min), offer a superior level of productivity and profitability. With BOBST DigiFlexo, converters can automate length and side register setup and control during setup and production, even between flexo and digital. This machine is also extremely compact, meaning the web path is short so waste is reduced.

Meanwhile, the high-productivity LB702-UV inkjet label press can print any jobs from short to medium and medium to long run lengths. Printing at speeds up to 100 m/min, the digital machine can produce up to 200,000 sqm every month, in just one daily shift of eight hours, with one operator. Its six colours deliver the widest colour gamut in this category, using BOBST oneECG (Extended Color Gamut) technology, without slowing down. White can be added as an option to print 70% opacity at 45 m/min.

The MASTER M5 and MASTER M6 feature the ultimate in digitalization with technologies including DigiFlexo and oneECG. The high-performance presses also deliver outstanding productivity through automation features such as Excelprint automatic non-stop job change, PrintTutor automatic register set-up and control, and PrintTutor Plus full servo-controlled pressure adjustment.

Finally, for efficiency and stability in label production, the VISION M1 delivers consistent performance in quality and repeatability year after year. Easy to use for less skilled operators, this affordable and reliable flexo press comes with inline converting, is available in web widths of 370 and 430 mm, running at speeds up to 180 m/min.

“We offer a fantastic portfolio of presses which enables label printing companies to deal with all the pressures of a fast-changing market,” concluded Cardinotti.

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

**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

**Follow us:**

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