**PRESS RELEASE**

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**Establecimiento Gráfico Impresores benefits from rapid ‘plug and play’ installation of new BOBST NOVA SX 550 LAMINATOR**

With orders for food packaging booming, Argentinian carton and flexible packaging, paper label and commercial printing producer Establecimiento Gráfico Impresores needed an immediate but long-lasting laminating solution to fulfil its rise in short orders.

As a very satisfied customer of BOBST’s for several years, the company looked to the Swiss-based industry leaders to provide just the right machine, and found it with the new [NOVA SX 550 LAMINATOR](https://www.bobst.com/en/products/laminating-flexible-materials/laminating-machines/overview/machine/nova-sx-550-laminator-1/), launched just months earlier in April 2020. The NOVA SX 550 LAMINATOR takes solventless lamination to the next level and for Establecimiento Gráfico Impresores, ticked all the boxes for short order productivity; easy and quick set-up of job parameters within 1 minute; 15 minutes for a complete job changeover; 90 seconds for a transfer roller change; and 5 minutes to complete a fully automatic washing cycle.

“In the current environment, which is somewhat unpredictable, we need the ability to be completely flexible for our customers,” said Marcelo Alejandro Recio, President of Establecimiento Gráfico Impresores. “The NOVA SX 550 LAMINATOR helps us with that flexibility, allowing us to fulfil even more short orders at short notice. We have been very impressed with its productivity and output since it arrived.”

**‘Plug and play’ means it’s working in days**

One of the great benefits of the NOVA SX 550 LAMINATOR – particularly during the current pandemic, which makes time-consuming onsite installations with multiple staff more challenging – is that it is ‘plug and play’, meaning it does not require foundations and can be very simply installed in just one week.

“We were really able to test the plug and play solution, and thanks to local technicians and remote assistance from BOBST, we were up and running in a very short space of time,” said Marcelo Alejandro Recio. “At a time when we needed the extra machine capacity to stay ahead of customer demand, this simplicity and rapidity was greatly appreciated.”

**Flexibility, agility and sustainability**

BOBST developed the NOVA SX 550 LAMINATOR in response to the growing need of brand owners and converters for greater flexibility, agility and sustainability. As in all areas of its business, BOBST has been actively driving industry transformation with the digitalization, connectivity and automation of equipment and services for sustainable production.

The NOVA SX 550 LAMINATOR features a highly modular design which can be configured with either transfer rollers or sleeves or monolithic/integral rollers. It accepts the majority of existing roller types enabling converters to use their existing stock of transfer rollers. It handles a wide range of substrates and thicknesses, including thin alu-foil, metallized film and stretchable substrates, from short runs upwards.

“There were several features of the machine that appealed to us, but I would highlight its agility for short orders, the fast job changeover, helped by its internal and integrated automatic washing system, and its good process control, which is due to the modular three column machine concept,” said Marcelo Alejandro Recio. “What all of this means in practice is that we can fulfil orders for our flexible packaging customers quickly and with peace of mind that the quality will be consistently high.”

The machine is the ideal production tool when true flexibility is required by converters that expect to be able to deliver on today's countless variety of job applications demands, timely and qualitatively. Irrespective of job lengths, substrate and adhesive types, this small great machine will increase the user's competitive edge with cost-effective, reliable and sustainable operation.

Establecimiento Gráfico Impresores’s purchase of the NOVA SX 550 LAMINATOR follows the company’s investment in other BOBST machines in recent years, including two 20SIX CI flexo presses, two CL 850 laminators, and an 8-color 20SEVEN CI flexo press.

“We consider BOBST a strategic partner in our business. This is the latest of several BOBST machines that we have invested in and it probably won’t be the last,” said Marcelo Alejandro Recio. “When you buy BOBST, you don’t just buy the machine, you buy all that comes with it – the guarantee of excellence, the customer service, the commitment to your business. It’s exactly how we work with our own customers, so these are values we recognize and appreciate.”

**Image captions:**

* (Left to right): Ezequiel Villar, Manager of Flexo and Carton Area, Establecimiento Gráfico Impresores; Christian Salgado, Regional Service Manager, Bobst Latinoamerica do Sul; Alan Benitez, Machine Operator, and Gerardo Mourier, Manager of Flexo Area, Establecimiento Gráfico Impresores
* The NOVA SX 550 LAMINATOR in the production plant of Establecimiento Gráfico Impresores near Buenos Aires, Argentina

**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 industries.

Founded in 1890 by Joseph Bobst in Lausanne, Switzerland, BOBST has a presence in more than 50 countries, runs 15 production facilities in 8 countries and employs more than 5 500 people around the world. The firm recorded a consolidated turnover of CHF 1 636 million for the year ended December 31, 2019.

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