**PRESS RELEASE**

**Mex, Switzerland, 15th August 2023**

**BOBST prepares to talk labels and packaging at PRINTING United 2023 with expanded team**

**BOBST has announced its participation at the upcoming PRINTING United Expo in Atlanta this October, as the Narrow & Mid-Web team welcomes four industry experts into its ranks. The company will be highlighting its industry-leading portfolio of printing and converting technologies, including the DIGITAL MASTER series and the MASTER M6, while talking to visitors about their specific needs and challenges.**

BOBST is a first-time exhibitor at PRINTING United Expo, a show which gathers the entire printing industry in one place, with this third edition running across October 18–20, 2023. Set to cover over one million square feet at the Georgia World Congress Center, in Atlanta (GA), around 700 exhibitors will be filling the halls with all types of technologies, applications, and solutions for textiles, commercial, wide format, promotional, label and packaging, and mailing and shipping applications. Following in the footsteps of SGIA Expo, the show is presented by PRINTING United Alliance.

Gearing up to the show, BOBST has also unveiled that four new label and packaging experts will join the rapidly expanding Narrow & Mid-Web business in North America. Emilio Corti, BOBST Region Business Director Americas, said, “We are happy to share that BOBST will be at PRINTING United with an even stronger team of experts, as we continue to grow at pace to best support labels and packaging suppliers in the region. In Atlanta, we will be showcasing the versatility of BOBST’s innovative solutions which have been developed to help converters address the broad range of challenges they face in today’s market.”

The BOBST DIGITAL MASTER All-in-One platform, which provides a fully digitalized and automated production line, will be the main focus at PRINTING United. It incorporates exceptional quality 1200 DPI digital with traditional flexo printing, advanced embellishments, and efficient finishing in a single pass, exclusively featuring BOBST’s proprietary technologies. With speeds up to 330 ft/min, this fully modular platform offers the ultimate in flexibility, highest print quality and industrial level production.

Also highlighted at the show will be the multi-process BOBST MASTER M6 inline flexo press for labels, flexible packaging, shrink and folding cartons, recognized as the most highly automated press on the market. The M6 is a 26” wide inline press boasting speeds up to 660 ft/min. Features such as DigiFlexo for fastest setup times and oneECG (extended color gamut) printing technology combine to allow the press to come to color and register in under one minute with less than 100 feet of waste.

“Our reinforced BOBST Narrow & Mid-Web team is looking forward to highlighting our technology expertise at PRINTING United, an exhibition that has built up a significant presence in the Americas over the last few years,” said Matt Bennett, BOBST BU Director, North America. “I’m proud to say that we’re really building momentum in this region, so the show in Atlanta comes at the perfect time. In addition to welcoming four industry veterans to the team, we will soon be opening the new state-of-the-art BOBST Competence Center nearby, which will house both the DIGITAL MASTER 340 and the MASTER M6. It really is full steam ahead!”

Visitors will find the Bobst North America team on booth #B17059 at the Georgia World Congress Center in Atlanta.

**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 6 100 people around the world. The firm recorded a consolidated turnover of CHF 1.841 billion for the year ended December 31, 2022.

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