**PRESS RELEASE**

**Mex, Switzerland, 1st December 2020**

**BOBST announces a new organizational structure to shape the future of the packaging world**

As the role of packaging is rapidly evolving, BOBST is building a new company structure to better serve the future for its customers. The new organization, effective as of January 1st 2021, will be more customer centric, easier to reach, and more agile to deliver novelties.

The new [industry vision](https://www.bobst.com/esen/about-bobst/who-we-are/vision/) revealed by BOBST in June 2020 offers a profound transformation for the packaging industry. The connectivity, digitalization, automation and sustainability required to answer the needs of brand owners, printers and converters, will be driven by two new Business Units.

The newly created **Printing & Converting Business Unit** (previously Sheet Fed and Web Fed) **led by Stephan März** will develop products and solutions. Each product will be developed with an entrepreneurial spirit to better address clients’ and industry needs, delivering faster innovation, improving quality and ultimately increasing customer satisfaction.

The **Services & Performance Business Unit (former BU Services) led by Julien Laran**, continues to provide services to maximize production up-time and to increase the overall performance of converters’ sites. The Internet of Things will enable converters to make fact-based decisions and optimize their entire production floor. BOBST Connect will take a more central role to support our clients.

These two Business Units will rely on a more simplified, agile and easy to reach sales organization. Both identical sales organizations (per geographies and per industry) will serve clients across the Labels, Flexible Packaging, Folding Carton and Corrugated board industries. More synergies between machines and services will enable new business models.

**Raphaël Indermühle** will lead the **Printing & Converting Sales Organization** and**Christian Falk** the **Services & Performance Sales Organization**. Both organizations will be operational as of January 1st 2021.

Discover below the eight newly created regions and their respective Regional Business Directors:

|  |  |  |
| --- | --- | --- |
| **Geographies** | **Printing & Converting** | **Services & Performance** |
| North America & Latin America | Emilio Corti | Alex Gigon |
| France, Spain, Portugal, Italy, Greece | Carlos Santos  | Massimiliano Manara |
| Germany, Austria, Switzerland | Pascal Perruchoud | Dirk Corsten - Didier Mermod |
| UK & Ireland, Scandinavia, Benelux | Craig Moran | Neil Jones |
| Russia & Central Europe | Libor Panus | Robert Jurkiewicz |
| Great Middle East, Africa, Turkey, Iran | Eric Pavone | Jean Chavanne |
| South East Asia, Korea, Japan | Sebastien Geffrault | Michael Berger |
| China & India | Raphaël Indermühle - Interim | Christian Falk - Interim |

Our entrepreneurial spirit within the Business Units and across the eight geographies worldwide will help BOBST to shape the future of the packaging world. Decisions will be made faster. Processes will be simplified. Cultural diversity will be reinforced, and customer proximity will be increased. Welcome to a profound evolution, enabling closer relationships based on trust, interactive connections and seamless digitalization.

**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.

**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

**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)