**PRESS RELEASE**

**Mex, Switzerland, 7th December 2023**

**Skanem invests in new BOBST MASTER M5 Flexo press for high-quality labels**

**Skanem, a leading multinational labels provider, has installed a new BOBST MASTER M5 Flexo press at its Nairobi site in Kenya. The MASTER M5 is the ultimate press for converters keen to automate their production line, with outstanding productivity enabled by a digital workflow with integrated printing and converting technologies.**

The main priority for Skanem is the guarantee of quality labels. The MASTER M5 ensures very high-quality consistency at very low operating costs. Skanem prints a wide variety of substrates on this press, including pressure-sensitive labels, BOPP wraparound labels, shrink sleeve labels and in-mold labels.

“For us, everything is about quality,” says Mr. Sachen Gudka, MD, [Skanem Interlabels Nairobi Limited](https://www.skanem.ke/). “Our customers rightly demand quality, and we want to be able to provide them with the highest quality labels available on the market. With the MASTER M5, we can feel confident about being able to give our customers exactly what they want.”

Mr. Gudka also cites speed and ease of use as crucial factors in the company’s decision.

“With current packaging trends, run lengths are getting shorter, and SKU proliferation is getting larger,” says Mr. Gudka. “This is where the production workflow with the MASTER M5 is very appealing. In addition, printing and converting speed and ease of use are important factors, along with the quality and speed of service support. BOBST ticks all these boxes.”

Sustainability is another major focus for Skanem, with a stated aim to create growth for its customers based on sustainable labelling and packaging solutions in evolving markets. This is another area where the MASTER M5 can support, with systems and solutions that reduce downtime and waste.

Skanem in Nairobi exports labels across 13 countries in Africa, servicing a wide range of customers across the beverage, food, personal care, home care, pharmaceutical, automotive, and industrial packaging industries. The partnership between Skanem and BOBST goes back several years.

“We know that if we buy cheap machines, they tend to be more expensive in the long run,” says Mr. Gudka. “We know we can trust BOBST. It’s a strong name, with a strong history of packaging machinery, and a strong pipeline filled with innovation.”

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**Captions:**

* Image MG\_8994: Mr. Sachen Gudka, MD of Skanem Interlabels Nairobi Limited
* Image MG\_9057: The new MASTER M5 flexo press installed at Skanem Interlabels Nairobi ltd.

**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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