**PRESS RELEASE**

**Mex, Switzerland, 28 February 2024**

**Jean-Pascal Bobst shares BOBST industry vision and new robotics capability at UK Sheet Plant Association 108th Conference**

Jean-Pascal Bobst, CEO of BOBST, has recently participated at the UK Sheet Plant Association (SPA) 108th Conference, with the theme, 'People', where he presented the company’s industry vision and outlined insights into the future of the corrugated packaging industry.

The SPA, the UK trade association, known for promoting the interests of the corrugated sheet plant sector, provided an excellent platform for Jean-Pascal to articulate the evolving landscape of the corrugated industry, highlighting global trends such as e-commerce, digital printing, mixed products, and rising demand for automation.

During his keynote address, Jean-Pascal emphasized BOBST's commitment to innovation and moving the packaging industry forward in line with the four pillars of digitalization, automation, connectivity, and sustainability as drivers of the industry transformation. He highlighted BOBST’s dedication to harnessing technology to enhance its solutions and services, as well as its ongoing efforts to reduce its environmental footprint through sustainable practices.

Reflecting on the event, Jean-Pascal commented: "It was a privilege to share BOBST's industry vision and innovations with the attendees of the SPA conference. As a global leader in packaging technology, we have made significant strides in driving corrugated industry progress, and events such as these are a fantastic opportunity to showcase this.”

“We have set out to shape the future of the packaging world by actively driving the industry transformation from a mechanical to a digital world, and from manufacturing machines to waste-reducing process solutions along the entire workflow. It’s about helping operators accomplish more at every stage of production, and letting the latest technologies contribute to business wide sustainability efforts.”

During the presentation, Jean-Pascal also unveiled BOBST's robotics capabilities, a new addition to its technology lineup. BOBST now offers a wide portfolio of robotic products from loading to palletizing, for folder-gluers, die-cutters and flexo folder-gluers. The business shared the latest updates to its flexo folder-gluer solutions, including the addition of BOBST VISIONFFG and NOVAFFG, two in-line converting solutions for simple and large sized box production, and BOBST JUMBO, a new large format flexo folder-gluer for the production of large high-strength boxes, including stitching and taping.

BOBST's participation in the SPA conference reflects its commitment to driving innovation and shaping the future of the packaging industry, as the business continues to lead the way in delivering transformative solutions that empower converters to thrive.

For more information about BOBST and its industry-leading solutions, visit [bobst.com/](https://www.bobst.com/uken/)

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**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 21 production facilities in 12 countries and employs more than 6 300 people around the world. The firm recorded a consolidated turnover of CHF 1.960 billion for the year ended December 31, 2023.

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