**PRESS RELEASE**

**Mex, Switzerland, 18th November 2021**

**BOBST launches MASTERLINE DRO, new rotary die-cutting solution that sets a new gold standard for inside-outside printing**

BOBST has announced the launch of MASTERLINE DRO, a full line solution, from pre-feeder to palletizer. Incorporating the latest BOBST technology including 10 patents, the MASTERLINE DRO will equip converters with the most versatile, most automated, connected and highly ergonomic solution on the market. The machine enables exceptional productivity reaching an output of more than 40 million square meters (430 million square feet) per year, combining high-volume production on simple boxes and added-value packaging with qualitative printing and die-cutting.

It features high-quality inside-outside printing in a single pass, complex die-cutting capabilities and quick changeovers on the full line. Combining digitalization, connectivity and automation like never before, it promises to pave the way for a new era in box making.

“The MASTERLINE DRO has been designed to match market demands for valuable packaging, faster delivery times, and more sustainable operations including the new e-commerce requirements,” said David Arnaud, Product Marketing Director FFG DRO. “As brand owners demand ever higher die-cutting and printing quality from their corrugated packaging suppliers, achieving both, while retaining a profit margin, has become increasingly important for box makers. MASTERLINE DRO achieves exactly that, and we believe it sets a new benchmark in the industry.”

**Major savings on raw material and waste**

The extremely high quality provided by MASTERLINE DRO is consistent for each item and boxes benefit from a 15% improvement in the box compression test (BCT), which represents a huge saving potential on paper use.

Two quality control systems enable perfect printing register consistency during setup or during production: Start & Go provides fully automatic set-up multicolor jobs with automatic compensation of cliché irregularity with only 11 sheets, and Lead & Print guarantees print to print and print to cut consistency with proactive compensation of cardboard irregularity during production. It has an efficient dust collection system built in to ensure perfect printing quality and a die-cutting efficiency that ejects over 99.9% of die-cut waste.

What’s more, it is easy to set up and operate. Users can handle the whole line with simple and intuitive operation, and with ultra-quick order changeover from pre-feeder to palletizer, it enables maximum uptime with minimum effort. It has a robust, heavy-duty design, with reduced amount of wear to the long-life BOBST quality parts. If maintenance is required, standardized spare parts, an intuitive maintenance menu and easy access to all parts of the machine, make maintenance cost-efficient.

“When we design a new machine, we really think about it from the customer perspective,” said David Arnaud. “That is why the MASTERLINE DRO addresses the needs of converters from a business perspective now and for the future. This will serve converters extremely well and give them a huge competitive advantage.”

**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 5 600 people around the world. The firm recorded a consolidated turnover of CHF 1.372 billion for the year ended December 31, 2020.

**Press contacts:**

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)