**PRESS RELEASE**

 **Mex, Switzerland, 18th June 2025

BOBST set to unveil new solutions to power performance at series of exclusive events during K 2025**

BOBST will hold a series of exclusive events during K 2025 to highlight a range of new solutions and services to help customers in the flexible packaging industry boost their productivity and profitability while innovating for a sustainable future.

In line with BOBST’s customer engagement strategy to shift towards more customer-centric interactions, BOBST has organized a series of conferences and Open House events tailored to attendees’ interests, schedule, and timing. These will take place between October 7 and 15, 2025 to coincide with K 2025, which takes place in Düsseldorf at the same time.

The BOBST events are as follows:

* **Bobst Manchester Open House – October 7:** *Transforming Metallizing for a New Era.* Join us to witness the world premiere of BOBST's newest metallizing technology, a game-changer for the industry.
* **VIP interactive breakfast event at Bobst Meerbusch – October 9/10/12/14:** *Connecting to* *Power Performance & Innovate for a Sustainable Future*. Just 15 minutes from Messe Düsseldorf, K Show attendees can enjoy breakfast while engaging with BOBST experts and exploring innovative solutions and real-world examples, alongside insights from **solutions partner Co-ëfficiënt,** a consultancy firm specializing in quality, sustainability, and operational efficiency in printed packaging.
* **Bobst Bielefeld special summit – October 9 and 14 :** *Enhancing systems for ultimate productivity.* See a full end-to-end production workflow of CI flexo with the latest enhancements and engage with key industry experts. In addition BOBST Bielefeld is open from October 8-15 for demos on demand.
* **Bobst San Giorgio demo on demand – October 8-15:** Register in advance to receive a customized demonstration with our experts showcasing the revolutionary development of smartGRAVURE.

Alternatively, attendees at K 2025 can arrange to meet with a BOBST expert at one of the booths of their strategic partners at the show.

“Our event schedule during K 2025 provides something for everyone, with a series of events that will suit individual customer needs and allow them to see our solutions first-hand and explore their own situations and opportunities with our experts,” says Christian Zeller, Head of Marketing, BU Printing & Converting at BOBST. “In an increasingly competitive environment, BOBST has all the tools and the knowledge required to help each customer navigate their way through any challenges they face and gain a competitive advantage – now and in the future.”

BOBST will demonstrate several new services and solutions during that period:

* **Application Management: new applications for recycle-ready solutions**

Since BOBST launched Application Management in 2023, the hands-on innovative consulting service has provided many customers with valuable insights to make impactful decisions across the value chain. Now, a major new application is available for Application Management for polyethylene (PE) and paper streams, helping customers to implement a fully reliable process to consistently produce top quality PE-based or paper-based recycle-ready ultra-high or high barrier packaging, with faster time-to-market.

* **BOBST Connect Data Kit**

BOBST Connect, the cloud-based digital platform that enhances and improves packaging productivity, has an essential new feature.

The Data Kit enables machine connectivity for all types and generations of printing and converting machines. By integrating additional sensors and/or direct PLC communication to ensure non-intrusive data acquisition, the Data Kit enables real-time monitoring and analysis of machine performance in BOBST Connect and beyond.

* **Innovative end-to-end solutions for flexible packaging**

Other recent innovations that are supporting customers along the entire flexible packaging production line include **smartGRAVURE for the MASTER RS 6003**, which transforms gravure printing to a highly automated process with complete digitalized workflow thanks to its “touch-of-a-button” job set-up and fully automated process color management; our **water-based ink printing technology**, recognized as one of the most economical and effective for the flexible packaging industry; and **oneECG**, which enables color consistency and repeatability irrespective of the operator’s skill level. It also ensures exceptional color quality, with flexibility across substrates and most importantly a significant output increase compared to traditional CMYK + spot printing. This solution is retrofittable on installed machines.

Meanwhile, **smartGPS**, a major pioneering innovation, automates the start-up process and reduces waste by generating all registration and impression settings offline at the plate mounting stage. Finally, we will be unveiling a **world premiere of BOBST's newest metallizing technology**, which will enable a new era of metallizing.

“Our customers are seeking to improve production efficiency with reduced downtime and waste, all while ensuring premium print quality. At the same time, many of them are looking to shift their packaging portfolio to recycle-ready solutions and accelerate time-to-market,” says Christian Zeller. “BOBST can provide all of this, with best-in-class equipment for every stage of the end-to-end value chain and complementary services such as Application Management and process optimization with Co-ëfficiënt helping our customers to reach their full potential.”

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*For online publications:*

Customers can register via the links below to join BOBST`s events during K 2025.

* **Bobst Manchester Open House** –October 7 [REGISTER HERE](https://go.bobst.com/TransformingMetallizingForANewEra?utm_source=Web/PR&utm_medium=publication&utm_campaign=Kshow25)
* **Interactive VIP breakfast event at Bobst Meerbusch –** October 9/10/12/14

 [REGISTER HERE](https://go.bobst.com/DiscoverTheNextGenerationOfFlexiblePackaging?utm_source=Web/PR&utm_medium=publication&utm_campaign=Kshow25)

* **Bobst Bielefeld special summit –** October 9 & 14and **demos on demand**

 October 8 – 15 [REGISTER HERE](https://go.bobst.com/EnhancingSystemsForUltimateProductivity?utm_source=Web/PR&utm_medium=publication&utm_campaign=Kshow25)

* **Bobst San Giorgio demo on demand** October 8 – 15 [REGISTER HERE](https://go.bobst.com/CustomizedExperiencesJustForYou?utm_source=Web/PR&utm_medium=publication&utm_campaign=Kshow25)
* **Arrange to meet with one of our BOBST experts** at the show [REGISTER HERE](https://go.bobst.com/EmbraceThePowerOfCollaborationAtK2025?utm_source=Web/PR&utm_medium=publication&utm_campaign=Kshow25)

**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. Our vision is to shape the future of the packaging world based on four pillars: connectivity, digitalization, automation and sustainability.

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 6 400 people around the world. The firm recorded a consolidated turnover of CHF 1.891 billion for the year ended December 31, 2024.

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