**PRESS RELEASE**

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**BOBST label printing technology makes its mark in Sweden**

As an authorized agent for BOBST, TEC AB looks after the complete oneLABEL portfolio of flexo, digital and All-in-One presses in Sweden and Norway, which now includes the newly launched DIGITAL MASTER series 340 and 510 modular press platforms. Among the customers that have recently invested in BOBST label technology through the consultancy are Nordic Printing and Lexit Group, both located near Gothenburg, in Sweden.

Established by industry veteran Thomas Ejdemyr, TEC AB handles all sales in Sweden and Norway backed up by support and service from Bobst Group Scandinavia (BGS). “BOBST is known across the world for its superior expertise in printing and converting, and we are extremely pleased to represent this innovation leader and bring the technology to market here in Sweden,” he said. “The oneLABEL portfolio offers the widest choice for label printing companies, allowing them to optimize their production floor with the right machine for their businesses now and for future growth.”

Nordic Printing Production AB was set up as a new business venture by Nordisk Rörmärkning AB, which initially chose a BOBST LB701-UV digital press to optimize the production of pipe markings, decals, stickers, and tapes at its factory in Älvängen. However, the company soon realised the great potential of the inkjet press and decided to launch a separate label production division on the back of this investment.

Lexit Group Sweden AB has introduced a BOBST MASTER M5 flexo press with inline turret rewinder for the production of high-quality labels, mainly for the food industry. The printed output from the 10 color, 430mm-wide machine is converted into linerless labels on a specialized finishing unit; a labelling method that saves on waste for greater sustainability. “Both Nordic Printing and Lexit Group were quick to see the advantages of BOBST label technology and have benefited greatly from the highly digitalized machines,” said Mr Ejdemyr.

TEC AB works closely with the BGS logistics hub in Denmark. Covering the Nordic countries, BGS supports customers with mechanical and electrical technicians, as well as technical service management and project management. In addition, Bobst Group UK & Ireland Ltd backs up the Nordic operation with a dedicated labels team that includes a digital print specialist, a narrow web process specialist, and two further field technicians for web-based products.

“TEC AB is a key member of the vast global network of agents established by BOBST to support local customers,” said Craig Moran, Region Business Director, BU Printing & Converting. “We continue to put experts in place in all regional markets to have the best reach, and I know that our Swedish and Norwegian customers are well looked after by team TEC AB.”

Swedish and Norwegian customers can now contact TEC AB to learn more about the new modular DIGITAL MASTER series 340 and 510 All-in-One, All-Inline presses, which represent a unique opportunity for printers to implement full flexibility in their label production. Available in numerous configurations, the presses range from a digital-only version to a highly advanced inline machine and offer seamless integration between a central high-speed UV inkjet engine and any chosen flexo printing and converting modules.

Mr Ejdemyr concluded, “The DIGITAL MASTER series demonstrates how BOBST is committed to shaping the future of label production, and TEC AB is very pleased to be part of the company’s vision for the packaging industry.”

In addition, the fully equipped Competence Center at Bobst Firenze, in Italy, is ready to demonstrate the power of the oneLABEL portfolio to customers with personalized demos on-site or via virtual remote demos. The BOBST BE OUR GUEST demo days run throughout the year and customers can register here: <https://beourguest.bobst.com/en>.

**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 5 800 people around the world. The firm recorded a consolidated turnover of CHF 1.563 billion for the year ended December 31, 2021.

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