**PRESS RELEASE**

**Mex, Switzerland, 13th May 2025**

**Batsios Labels maximizes flexibility with new dynamic press duo from BOBST**

**Doubling down on its trust in BOBST, the Greek label specialist has recently installed a DIGITAL MASTER 340 All-in-One press as well as a VISION M1 flexo machine. Batsios Labels made this significant investment to cover the entire spectrum of market challenges, including a high number of SKUs, shorter job lengths, lack of skilled staff, raw material availability, and shorter time-to-market.**

Founded in 1989, originally as a textile printer, [Batsios Labels S.A](https://batsios.gr/en/). is a prominent player in the Greek market, with a growing presence in exports. The company has over 50 employees and posts an annual turnover of around €5 million. As market pressure continued to increase making the current production setup insufficient, it decided to install both an All-in-One and an inline flexo press from BOBST.

“As our margins in labels were dwindling, it was imperative to take a decisive and impactful step forward in our ambitions,” said Stylianos Batsios, CEO and Founder of the company. “The current market is tough, so we investigated our options carefully before opting for this dynamic duo of presses from BOBST. The benefits of this double investment – the [DIGITAL MASTER 340](https://www.bobst.com/en/products/digital-all-in-one/digital-all-in-one-printing-presses/overview/machine/digital-master-340/) and [VISION M1](https://www.bobst.com/en/products/inline-flexo-printing/inline-flexo-printing-presses/overview/machine/vision-m1/) together – give us a huge amount of flexibility, meaning we can accommodate our customers’ fast-changing needs better and also anticipate new market demands.”

**Finding the right solution with BOBST**

When searching for the best solution, Batsios Labels had a number of priorities to consider. First of all, the company was aiming for a productivity increase of 30% to 40% to improve competitiveness and the ability to meet ever-tighter deadlines. Equally important, the quality had to be top-notch with only perfect labels delivered to its customers in the food and beverage, household, cosmetics, and logistics sectors.

The goal was also to install equipment and technologies that would support sustainability. With recycled and recyclable materials in high demand and increasing regulation being introduced, reducing waste in job setup and changeovers has become critical. The company also wanted to ensure good working conditions and simplify staff training with easy-to-operate, highly automated machines. Finally, with an eye on the future, machine modularity, especially the ability to upgrade, was a key factor during the decision-making phase.

Considerable time was spent contemplating which printing technology would fit these needs, and how best to future-proof the business by partnering with the right manufacturer. “The question for label converters these days is usually ‘Digital or Flexo?’ – but having analyzed our job basket, we realized that neither alone would cover all needs, so we decided to opt for both,” explained Dimitra Batsiou, executive officer working hand in hand with the CEO, adding: “However, we preferred not to purchase from two different suppliers or install a machine that required two separate service teams, but we still wanted the best the market could offer. The answer was clear: it had to be BOBST.”

**High productivity and digitalization**

As the company’s first industrial digital label press, Batsios chose the high-productivity DIGITAL MASTER 340, configuring it with one flexo unit after the digital printing unit and a semi-rotary die-cutting station. Highly automated, it runs at speeds up to 100 m/min with very little operator intervention required during setup and changeovers, meaning less specialized operators can run the press. With at a full native resolution of 1200 dpi, the press also delivers on detail, giving brand owner customers the perfect quality they are looking for.

The DIGITAL MASTER 340 comes with BOBST ACCUCHECK, which automatically performs calibration and 100% inspection of each label to guarantee color accuracy, registration and uniformity. Reducing the reliance on operator skills and eliminating waste created through human error, this unique system ensures that the quality of the output is evaluated based on objective parameters only.

Adding another dimension in terms of digitalization, all data and statistics from the DIGITAL MASTER 340 label press are provided in real time via the BOBST Connect cloud-based platform. This allows Batsios to analyze its label operation and make better-informed, connected decisions that improve machine performance, eliminate waste and optimize productivity in both workflows.

Meanwhile, the VISION M1 inline flexo press has significantly expanded Batsios’ existing capabilities in that department. With a web width of 430 mm compared to the company’s older 370 mm flexo machines, the new mechanical press has added more capacity and more efficiency. Capable of printing on any substrate for self-adhesive labels, its low maintenance and competitive running costs deliver an excellent Total Cost of Ownership, while the automation features ensure productivity, process repeatability and minimum waste, with less dependency on the operator’s skills.

**BOBST flexo and digital together**

The decision by Batsios Labels to install both a mechanical flexo and a digital press underscores the reality that no single technology can efficiently meet all label production requirements. BOBST, with its comprehensive portfolio of in-house developed label printing technologies – including digital, flexo, and All-in-One configurations – offers solutions tailored to the needs of label converters with a strategic vision. This is complemented by a proactive service and support program dedicated to maximizing the potential of the equipment.

“This double investment with BOBST is an exciting new venture for Batsios and we’re already seeing really impressive results,” said Dimitra Batsiou. “But that’s not just thanks to the technologies, I would also like to acknowledge the service team from BOBST for their role in this project’s success, including the excellent training of our operators, their unwavering support and quick response to every query.”

Christos Kourtis, Omnicom Technical Sales, official BOBST agent for Greece, said: “Omnicom is extremely proud to support Batsios as this Greek label leader advances its business offering. This collaboration exemplifies how our efforts at BOBST to continually improve label innovation enable converters to address all the demands they face in the most agile and profitable way.”

Configure the label press you need on <https://configurator.bobst.com/>

**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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