



Wim Koning

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## **Digital and Flexo: competing or complementary?**

Wim Koning

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I would like to share with you two short customer video's where the customer explains the added value of what we call all-in-one.

With all-in -one we mean a digital solution where we can combine

- digital printing,
- flexo printing,
- embellishment and
- die-cutting in one go.

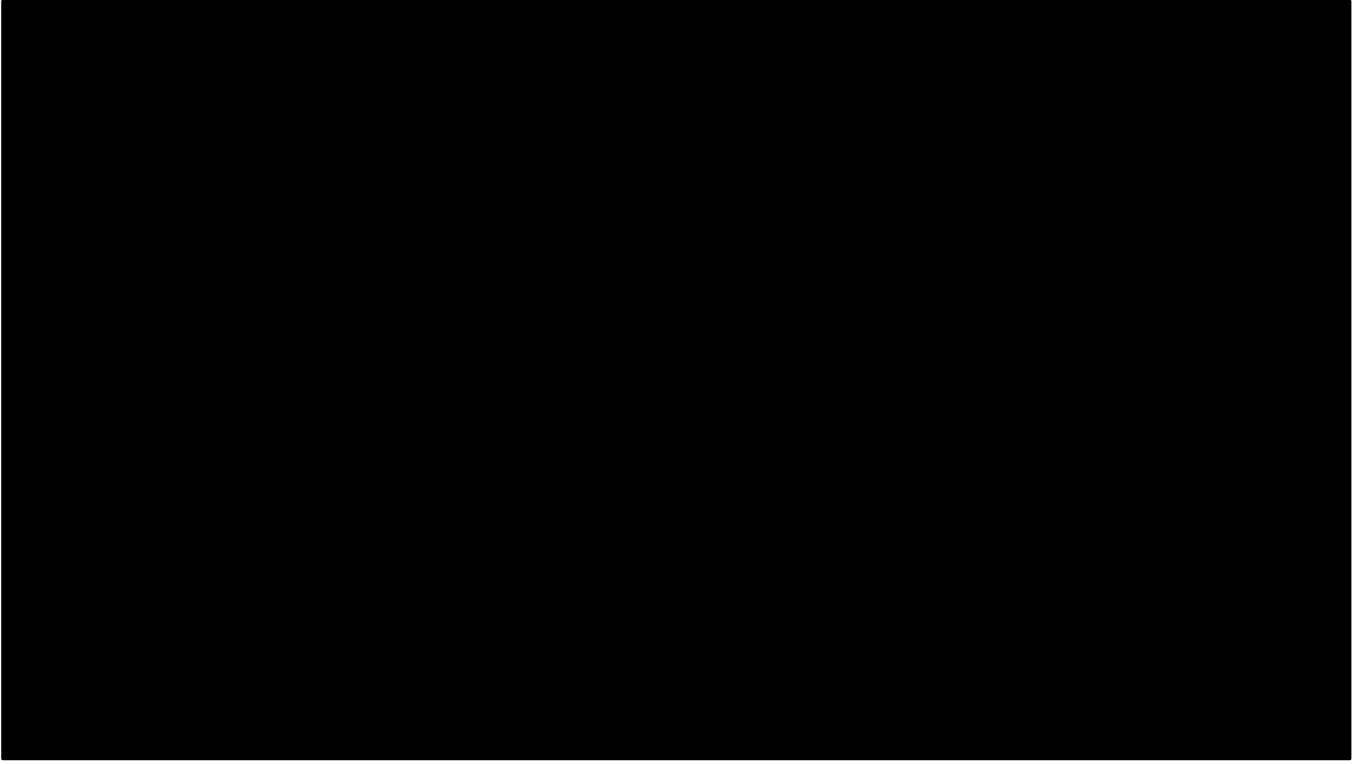
Both companies do that on their own way.

Germark is a customer with three flexo presses and one alle in one 1 Digital Master 340 with inline Turret rewinder.

Message here is: From PDF to finished label

Printing, embellishment, die -cutting, slitting plus rewinding via Lemu turret rewinder... in one go.

Automation and 100% quality control also results in less waste



## Customer success story #1



**Iban Cid**  
CEO

- **From roll to finished labels** at 100m/min
- Complete process integration through **automation**
- **All-in-One** solution
- Sustainability

Germark  
Spain



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Auto Registration, auto pressure and automatic die-cutting plate change are automation that Germark is using on a daily basis.

**One process** for printing, embellishment and finishing means less waste, and therefore more sustainable;

The next short customer testimonial is about **Caribbean Label Craft**.

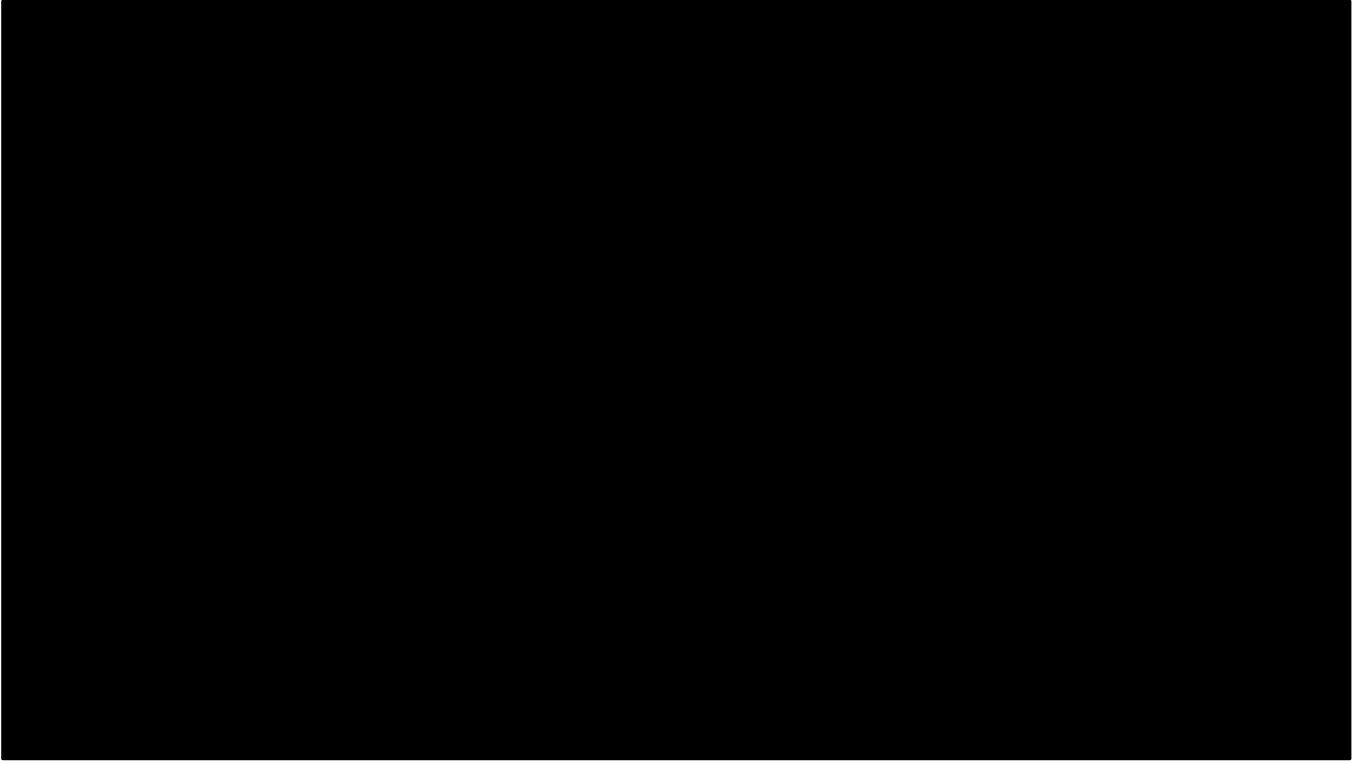
**Caribbean Label Craft** is a multiplant company

- One flexo machine in **Barbados** +
- One All-In-One and one flexo machine in **dominican republic**

Using both machines for labels and short run packaging;

In their philosophie: **digital does not replace flexo** it can work together to create synergie

All-in one configuration: printing, embellishment and inline finishing in one go.



## Customer success story #2



**Paul Evelyn**  
CEO

“Significant **benefit in cost of raw materials and timing** on an all-in-one machine compared to the same job printed in flexo or digital”

Caribbean label craft  
USA



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According to mr Evelyn: All-In-One Printing concept saves material waste.

This is the key message from Carribean Label Craft

These two customers show that the all-in-one concept helps them to differentiate from the competition and saving money.

In fact, this is also the message we want to bring: It is all about production floor optimisation:

# Production Floor Optimization

One size does not fit all



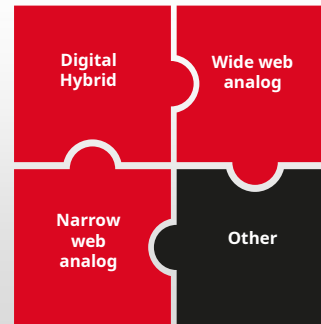
The **right equipment** for the **right job**



Cost **optimization**



Increase of **product offering**



**One product cannot fit all needs**

Our message here is that we think that all-in-one is **complementary** to the existing technologies like flexo.

We think that a converter should consider the best technology for multiple situations:

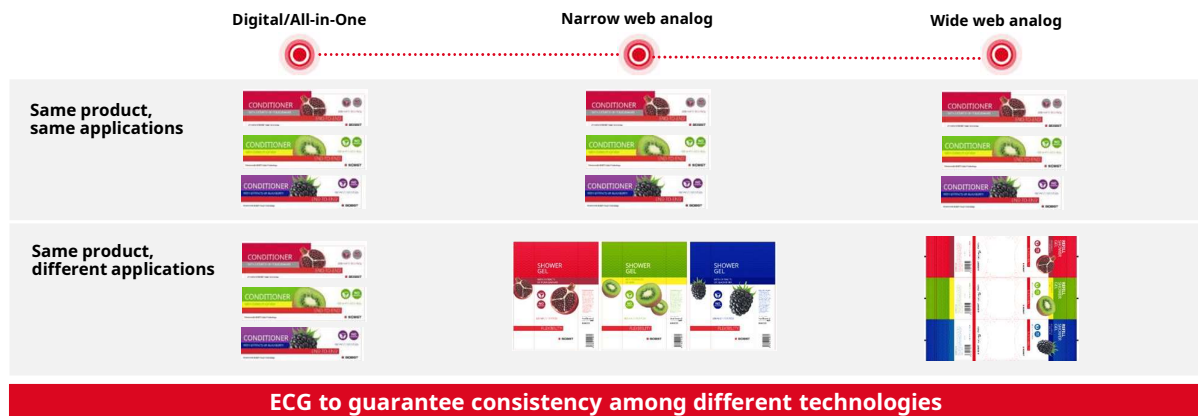
- Digital
- All-In-One / Hybrid
- Flexo

Our message is: **One product cannot fit all needs**

As an extra option to this portfolio, we can also offer **Extended Color Gamut** to the party...

# Production Floor Optimization

One common language is needed



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Our digital presses and all-in-one presses are in fact already **using Extended Color Gamut printing**;

Pantone colors are matched via CMYK or CMYKOV. We can do this very well because our systems are officially **Pantone certified**.

But we can also use our flexo technology as a digital press by using ECG. CMYK+Orange, Violet and Green

**ECG** allows you to use your flexo press as a digital press;

- No washing of colors anymore
- Matching Pantone colors: 90% with delta E less than 2.
- Serious savings on inks;
- Serious savings on waste
- Very accurate color matching and consistency, not depending on operator skills
- No changing of inks, no changing of anilox roll

Combined with the automation and extreme short make-ready time, this technology can become a game changer;

(At Labelexpo we have shown change of jobs in less than one minute.)

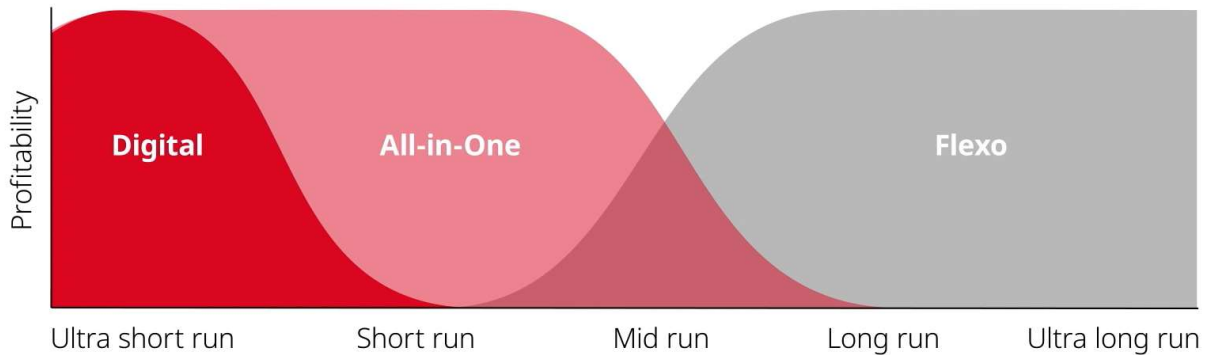
More and **more brand owners** are becoming very positive about this technology which is very sustainable

In the last slide is about run lengths and where we position our portfolio of printing presses:



# Total label portfolio

A full range of applications and run lengths



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Our portfolio covers in fact all run length:

- From **Ultra short runs** we can position a **digital roll to roll press**
- For **short until mid runs** we can position the **all-in one technology**
- For **long runs until ultra long runs**, we can offer **flexo, CI flexo and gravure printing**

In fact: for every need we can position a solution.

Thanks for your attention !

# - Empowering the future

What can we do for you?

Thank you very much for your attention