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**Miraclon and BOBST reinforce strategic partnership**

Miraclon and BOBST have reinforced their strategic partnership, with Miraclon named as the plate technology partner in BOBST’s new Competence Center in Atlanta. Officially opening this week, the center is home to a FLEXCEL NX System and FLEXCEL NX Ultra Processing Solution to support BOBST’s goal to produce plates that maximize the performance of their presses.

Emma Weston, Chief Marketing Officer, Miraclon, said, “We’ve been collaborating closely with BOBST since our partnership in Europe started more than eight years ago. Visitors to the Bobst Bielefeld Demo Center in Germany have been able to see FLEXCEL NX plates in action after we installed a FLEXCEL NX System in 2019. Our strategic relationship underscores both companies’ commitment to enabling our customers and partners to achieve their efficiency, sustainability and quality goals with some of the best technology and expertise in the industry.”

The BOBST Competence Center will also be utilized by Miraclon for on-press demonstrations and print trials, giving printers and trade shops in North and South America the opportunity to see, first-hand, the on-press productivity and savings that FLEXCEL NX Technology offers. The Miraclon and BOBST partnership will likewise see the companies co-hosting industry events to promote how the technology enables efficient packaging printing.

Emilio Corti, Region Business Director, Americas at BOBST said, “Our longstanding partnership with Miraclon underpins our vision of shaping the future of the packaging world. With sustainability at the forefront of our customers` and brand owners’ minds, our partnership enables them to see how our collaboration maximizes their investment and help to unlock new potential in the press room.”

**ENDS**

**About Miraclon**

Miraclon is the home of FLEXCEL Solutions, which have helped transform flexographic printing for more than a decade. The technology, including the industry-leading FLEXCEL NX and FLEXCEL NX Ultra Systems, and FLEXCEL NX Print Suite that enables PureFlexo™ Printing, maximizes on-press efficiency, delivers higher quality and overall best-in-class results. With a focus on pioneering image science, innovation, and collaboration with industry partners and customers, Miraclon is committed to the future of flexo and continues to be positioned to lead the charge. Find out more at [www.miraclon.com](http://www.miraclon.com), and follow us on [LinkedIn](https://www.linkedin.com/company/miraclon-corporation/) and [YouTube](https://www.youtube.com/channel/UCAZGpziB6Lq_Kx8ROgoMdCA/featured).

**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 21 production facilities in 12 countries and employs more than 6 300 people around the world. The firm recorded a consolidated turnover of CHF 1.960 billion for the year ended December 31, 2023.

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