

PRESS RELEASE

BOBST and CITO-SYSTEM announce strategic investment to boost innovation and standardization in tooling and the die-making industry

Mex, Switzerland, 9 April, 2020 – **Bobst Group SA, Mex/Switzerland (“Bobst Group” or “BOBST”) confirms a strategic investment in CITO-SYSTEM GmbH, Schwaig/Germany (“CITO-SYSTEM” or “Company”) that leverages the strengths of both companies to drive innovation in tooling and in packaging production worldwide.**

On 8 April, 2020, BOBST acquired a majority participation of 51% in CITO-SYSTEM, while the management of CITO-SYSTEM retains 49% in the Company. CITO-SYSTEM will continue to be run under the same management with its existing globally-recognized branding and agent network. The Company is well known for providing a multiple of components for the converting and die-making industries with expertise in paper, cardboard, and corrugated board. The Company’s consumables and services are marketed under the brand CITO-SYSTEM.

“In a world where agility and sustainability are the most critical elements for packaging production, BOBST recognizes the strategic role played by tooling. Our partnership with CITO-SYSTEM will optimize the entire packaging chain in terms of innovation and standardization,” said Julien Laran, Head of Bobst’s Business Unit Services. “Together, we can help optimizing and transforming a very fragmented industry, ensuring that die-makers can manufacture and distribute the best possible tooling for an agile packaging production which provides converters with a significant competitive advantage.”

“Production performance and quality is made by high-tech machines in combination with perfect tools and processes. Now BOBST and CITO-SYSTEM, leading suppliers in the packaging and tooling industries, are working hand in hand. Combining the two companies’ innovation expertise we can improve performance and quality for the benefit of our customers. I am happy about the new situation because this joint venture makes CITO-SYSTEM a stronger partner for our customers’ success”, said Jürgen Mariën, Managing Director of CITO-SYSTEM.

BOBST has recognized the growing importance driving the future of the packaging world by integrating all the key components contributing to packaging production. Tooling matters and over the years BOBST has developed a range of tooling innovations. In 2017, BOBST acquired a majority participation in BOXPLAN GmbH & Co. KG. Boxplan offers a large number of die-cutting innovations to the packaging industry, including the Hybridsetter, the ultimate equipment for production of dynamic stripping forms for die-cutters. In 2018, BOBST established the BOBST Certification Program to support die-makers at the local level to deliver the best possible tooling for BOBST machines.

“The partnership with CITO-SYSTEM is a new and crucial piece of the puzzle. While we have significant expertise in tooling, we want our partners to faster develop and promote die-making components in the market,” said Raphaël Indermühle, Head of Sales & Marketing of Bobst’s Business Unit Services. “CITO-SYSTEM is one of the leading suppliers in this field. Now, with BOBST, our Certification Program, Boxplan, and CITO-SYSTEM, we are fully equipped to drive innovation and standardization further, and help pioneer the future of tooling and packaging production.”



About BOBST

Bobst Group is 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.

Founded in 1890 by Joseph Bobst in Lausanne, Switzerland, BOBST has a presence in more than 50 countries, runs 15 production facilities in 8 countries and employs more than 5500 people around the world. The firm recorded a consolidated turnover of CHF 1636 million for the year ended December 31, 2019.

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About CITO-SYSTEM

CITO-SYSTEM is a privately owned international company with its headquarters in Schwaig/Germany. CITO-SYSTEM is one of the leading companies in the area of creasing systems for the packaging industry. The company has its roots in a box making company founded in 1906. CITO-SYSTEM is known to be one of the know-how experts in the manufacturing of packaging made of paper, cardboard, and corrugated cardboard. It supplies corrugated board converters, display producers, folding box companies, die makers, and printing companies on all continents. CITO-SYSTEM employs 240 people.

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