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**PRESS RELEASE**

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**Express Packaging optimizes coding and marking with Domino’s Ax3**50i **CIJ printer**

*US-based, award-winning service provider, Express Packaging has over 30 years’ experience providing tailored primary and secondary packaging solutions for a wide variety of global brands – such as Nestlé, Kraft and Hershey’s. Specializing in applications that include pouching, cartoning, shrink-wrapping and label printing, Express Packaging must process track and trace codes at an extremely high speed and volume. To meet these demands, the company has invested in Domino’s latest continuous inkjet (CIJ) printer, the* ***Ax3****50i.*

**Fast Facts:**

* US packaging provider with 30+ years’ experience
* High profile customers (Nestlé, Kraft, Hershey’s)
* Running 50+ Domino systems on its food packaging lines

With four plants based across Ohio and Illinois and a huge volume of orders that are progressed on a daily basis, maintaining efficiency and avoiding downtime are critical for Express Packaging. As a result, the printers across the company’s plants need to be able to withstand the tough production environments that are typical of the food industry, while also guaranteeing that clear, legible codes are printed onto the packages.

Prior to the acquisition of Domino’s **Ax3**50i, Express Packaging had more than 50 Domino systems, including case coders and CIJ printers already in use across its four plants. "Although we were very happy with the technologies we had in place, we instantly wanted to try the new product as soon as it was available,” says Express Packaging President, Fred Hartzler. “Every time Domino comes out with something new, we find it to be even better than what we're currently using. The **Ax3**50i has continued that trend."

Dan Crone, Project and Maintenance Manager at Express Packaging is keen to highlight the ease with which the system was integrated within the production environment: “One of the things I really like about the **Ax3**50i is that our operators are all very familiar with touch screens from our other equipment, so upon its arrival it literally took minutes to train staff on how to adjust their code dates.”

With an IP55 rating, the **Ax3**50i’s robust design makes it the ideal printer for use in a factory where wet foods are handled, while its modular stackability allows for easier installation on Express Packaging’s busy production lines.

The **Ax3**50i is capable of delivering multiple line codes, allowing for large amounts of data to be printed onto each item. The printer supports inks for a range of substrates, while the consumables are RFID coded, making it easy for operators to know which fluid should be used and where.

Hartzler continues: “The **Ax3**50i saves us money, it runs faster and we have clearer print. We've used other suppliers in the past but no one has equalled the production that a Domino printer puts out and the service that its technicians back it up with.”

David Croft, Global Product Marketing Manager at Domino Printing Sciences says: “Express Packaging’s high standard of customers means its products must be delivered on-time and in top condition. With these demands comes pressure on the factory line systems, and it’s great to see that Domino’s **Ax3**50i is exceeding these requirements.”

“Express Packaging has a long-standing partnership with Domino and we’re looking forward to continuing our work with them.”

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**Notes to Editors:**

**About Domino**

Since 1978, Domino Printing Sciences has established a global reputation for the development and manufacture of coding, marking and printing technologies, as well as its worldwide aftermarket products and customer services. Today, Domino offers one of the most comprehensive portfolios of complete end to end coding solutions spanning primary, secondary and tertiary applications designed to satisfy the compliance and productivity requirements of manufacturers. These include innovative inkjet, laser, print & apply and thermal transfer overprinting technologies that are deployed for the application of variable and authentication data, bar codes and unique traceability codes onto product and packaging, across many industrial sectors, including food, beverage, pharmaceutical and industrial products.

Domino employs 2,700 people worldwide and sells to more than 120 countries through a global network of 25 subsidiary offices and more than 200 distributors. Domino's manufacturing facilities are situated in China, Germany, India, Sweden, Switzerland, UK and USA.

Domino’s continued growth is underpinned by an unrivalled commitment to product development. The company is the proud recipient of six Queen’s Awards, the latest being received in April 2017, when Domino was awarded the Queen’s Award for Innovation.

Domino became an autonomous division within Brother Industries Ltd. on 11th June, 2015.

For further information on Domino, please visit [www.domino-printing.com](file:///C%3A%5CUsers%5Cj_felgate%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CW9QY1IEH%5Cwww.domino-printing.com)

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