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**Press release**

21st August 2019

**Domino to present 20 minute Production Efficiency Challenge**

**at Labelexpo Europe**

Domino has daily scheduled **N6**10i digital hybrid label converting demonstrations on its Booth No 9B50 in Hall 9 at Labelexpo 2019, claiming it has created a completely new standard in label converting productivity that will revolutionise the label supply chain. This solution is delivered in partnership with global market leader in print finishing, AB Graphic International Ltd, combining their Digicon Series 3 converting line with a Domino **N6**10i Integration Module.

Philip Easton, Director of the Domino Digital Printing Solutions business comments “There is an ongoing debate about how digital is best deployed by a label converter, whether as a stand-alone press with separate near-line finishing, with inline finishing, or in the form of a hybrid digital press. Although the job book profile is a major determinant of what is best in each case, we see a growing trend towards more hybrids. We have spent a lot of time talking to our customers in order to understand the market trends and their needs. Our conclusions are: - even shorter run lengths combined with more just-in-time label production, removing the finishing bottleneck, and reducing waste both for cost and for sustainability.”

The scheduled presentations will demonstrate in a single print, finish, slit, inspection and turret rewind process, the production of three different jobs with a total of ten SKU changes, a substrate change, three die cut changes, foil change and varnish changes with output all produced and boxed ready for shipment in **less than 20 minutes!**

Philip comments further, “We want to demonstrate to label converters that they can offer small minimum order quantities, really short lead times but with the absolute minimum of production waste and time to achieve it; providing the capability to offer a completely different type and quality of service. We think converters should be proactively offering this solution with shorter lead times, cost-effective smaller run lengths and less waste as their competitive advantage.”

Key features of this new generation production line include the Domino *intelligent Technology* **i-Tech WebRev** web reverse function which, when combined with the AB Graphic’s Digicon 3 buffers, can automatically reverse the web. For a substrate change, this allows the end of one production job and the beginning of the next to be processed on the line at the same time. Material waste, even with substrate change, die change and varnish change is less than 7 metres and this will be demonstrated throughout Labelexpo. Using the latest AB Graphic’s turret rewinder, this integrated single process takes an unprinted web through to finished rolls ready to ship. Besides minimising production time, this solution also removes the unnecessary waste associated with separate processes to avoid the risk of under production. The result is minimal time to produce multiple short run jobs, lower costs, facilitating just-in-time lead times, and less waste meaning less impact on the environment.

“We are delighted with the co-operation we have had with the team at AB Graphic. We feel we have created a game-changer and we welcome the industry to come and see this as the next stage of development in the label converting industry.”

At Labelexpo Europe 2019 (Hall 9, Booths 9A60 and 9B50), Domino Digital Printing Solutions will be holding the Domino **N6**10i hybrid presentations at 10:30 and 14:00 on Tuesday 24th, Wednesday 25th and Thursday 26th and at 10:30 on Friday 27th September. Other planned demonstrations will include the **N6**10i digital label press in reel to reel format, **K6**00i digital embellishment including digital printing of varnish and digital cold foiling, and the latest high speed **K6**00i monochrome variable data imprinting.

**-ENDS-**

**About Domino**

Digital Printing Solutions is a division within Domino Printing Sciences. The company, founded in 1978, has established a global reputation for the development and manufacture of digital ink jet printing technologies, as well as its worldwide aftermarket products and customer services. Its services for the commercial print sector include digital ink jet printers and control systems designed to deliver solutions for a complete range of labelling and variable printing applications.

All of Domino’s printers are designed to meet the high speed, high quality demands of commercial printing environments, bringing new capabilities to numerous sectors including labelling, publications and security printing, transactional, packaging converting, plastic cards, tickets, game cards and forms, as well as the direct mail and postal sectors.

Domino employs over 2,800 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 was also awarded the ‘Operational Excellence’ accolade at The Manufacturer MX Awards 2018.

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

For further information on Domino Digital Printing Solutions, please visit [www.dominodigitalprinting.com](http://www.dominodigitalprinting.com)

**Issued on behalf of Domino by AD Communications**

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