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**Press release**

21st November 2019

**Grafisoft appointed as second distribution partner for**

**Domino’s Digital Printing Solutions in South America**

Domino Digital Printing Solutions was delighted to welcome Francisco Fernández, Director of Grafisoft, onto their stand during Labelexpo Europe 2019 when he came to sign the contract for a new distribution agreement with them. This new partnership will extend Domino’s presence in South America with Grafisoft becoming responsible for promoting sales of Domino’s **N6**10i digital colour ink jet label press and **K6**00i monochrome printers throughout Chile, Colombia, Ecuador and Peru.

Founded in 2000, with headquarters in Chile and offices in Colombia, Ecuador, Peru and Argentina, Grafisoft specialises in delivering integrated technological solutions to increase productivity and reduce cost to label and packaging converters, industrial manufacturers, brand owners and commercial printers. Through established business alliances with many of the leading technology brands in the graphic arts and digital printing industries, Grafisoft supplies industrial automation products and services including an extensive range of printing technology, service and software solutions. Adding Domino to this impressive list, Grafisoft will now promote, sell, train, service and support Domino’s **N6**10i digital colour ink jet label press and high speed **K6**00i monochrome printers through their existing sales and service network.

Manuel Hernández, Business Manager for Domino Digital Printing Solutions in Iberia & Latin America, says, “The Latin American label market is performing well with pressure-sensitive labels predicted to grow by 11% in value (US $ million) from 2018 – 2022\*. Domino continues to see increased interest in digital ink jet technology from label converters in this region, so we are delighted to be expanding our presence in South America. We took our first step in August 2018, when we extended our distribution agreement with Sunnyvale, who had been the exclusive distributor of Domino’s range of Coding & Marking products in Brazil for over 30 years, to also include our digital printing solutions products. This new partnership now represents an exciting opportunity to drive growth and sales in these additional territories. Grafisoft has always placed great emphasis on delivering exceptional customer experience and service. We are confident that this, coupled with their digital and colour management knowledge and expertise, will prove to be extremely successful for both of our businesses.”

Francisco Fernández, comments: “We believe Domino is the market leader in providing digital ink jet printers and solutions, with its long and highly established brand name, heritage and trusted global reputation. We are convinced that ink jet technology is the future for the industry and we look forward to working closely with Domino, to mutually develop and grow our businesses.”

Domino has been developing ink jet technology for over 41 years and now has more than 700 global installations of its piezo drop on demand ink jet systems, including over 200 digital colour label presses, demonstrating that this proven and reliable technology is trusted by customers around the world.

*\*Source: Smithers Pira*

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

For further information on Domino, please visit [www.domino-printing.com](http://www.domino-printing.com/)

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

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