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**Media Advisory**

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**Watch label industry experts discuss**

 **the best way to convert digitally printed labels**

Domino is pleased to now share the second video in a series of interesting and informative discussions held earlier this year, where a panel of label industry experts explored the different types of job structure that are best suited to off-line, in-line and full hybrid digital printing. The video can be viewed at:

<http://go.domino-printing.com/DominoRoundTableDiscussionVideo2>

In this video, senior representatives from seven of the world's leading label converters: Reynders, Skanem, Germark, Olympus Group, Anglia Labels, CS Labels and Dan Labels discuss the dilemma of ‘agility versus productivity and cost minimisation.’ Drawing on their extensive industry knowledge and experience, they explain how they select the best finishing option for different types of jobs that have been digitally printed.

Philip Easton, Director of Domino Digital Printing Solutions, says: “The trend for reduced lead times and more SKUs continues, driving down the average length of production runs, as brand owners request more product versions. At the same time, they are looking more closely at ways to reduce waste both for cost and sustainability reasons, and placing greater emphasis on their supply chains to reduce inventory and limit the risk of obsolescence.”

“Digital printing plays a large part in this process, but to meet the demands of their customers, label converters must also consider the choice of finishing technology used in terms of automation, productivity and flexibility. Watch this second video and discover how these industry experts determine when to use off-line, in-line or full hybrid printing.”

Don’t miss the third video in the series, which is planned for release in the first quarter of 2020.

**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 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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