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**Media Advisory**

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**Watch Domino surpass their ‘Production Efficiency’ Challenge**

 **during Labelexpo 2019**

Domino Digital Printing Solutions set themselves a tough production challenge during Labelexpo Europe 2019, held at Brussels Expo last September. This was conducted on a hybrid press including a Domino **N6**10i digital ink jet integration module integrated within an AB Graphic International’s Digicon 3 finishing line. Designed to set a completely new standard in label converting productivity, the challenge was to 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.

It was wonderful to witness the delight on the faces of Tom Couckuyt, Domino’s Digital Solutions & Demonstration Centre Manager and Ben Gregory, AB Graphic’s Training Coordinator, in the video link below when they successfully completed this challenge in just 13½ minutes! Visit: <https://go.domino-printing.com/13.5minuteproductionefficiencychallenge>

After watching this demonstration during the show, Mr K H Lee, President of Yum Kwang Ind, a label printers based in Ansan, South Korea was so convinced that a digital hybrid label press was the solution for his business that he ordered a 5 colour Domino **N6**10i system at the show, becoming the first Korean label printer to invest in a Domino digital hybrid press.

Philip Easton, Director of the Domino Digital Printing Solutions business says, “We wanted to demonstrate to label converters that, by using digital hybrid technology, they can create a competitive advantage, enabling them to produce multiple short run jobs, in minimal time with lower costs, facilitating just-in-time lead times whilst creating the absolute minimum of production waste, meaning less impact on the environment. We were delighted to achieve, and beat, the challenge that we had set ourselves.”

Philip concludes: “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.”

Domino recently shared the second video in a series of interesting and informative discussions, where a panel of label industry experts explore the different types of job structure that are best suited to off-line, in-line and full hybrid digital printing. This video can be viewed at: <http://go.domino-printing.com/DominoRoundTableDiscussionVideo2>

**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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