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**Media Advisory**

12th March 2020

**Discover how to avoid the finishing bottleneck**

**with Domino’s K600i embellishment solution**

At Labelexpo Europe 2019, Domino Digital Printing Solutions gave everyone a sneak preview of its next generation digital embellishment technology prior to its official launch in April 2020. In the video link below, watch Jim Orford, Domino’s **K6**00i Product Manager, walk you through a demonstration of this newly developed digital cold foil and spot varnish application using Domino’s market leading UV ink jet **K6**00i printers installed on an AB Graphic’s Digicon 3 finishing line.

Visit: [https://go.domino-printing.com/K600iembellishmentLabelexpo2019](https://domino-na.wistia.com/medias/4red5xcp4y)

Jim highlights how this latest innovative development from Domino enables label printers to adopt full digital production. Jim says, “Digital printing has been around for some time, but this truly revolutionises the label print and finishing process. This now takes finishing into the digital age, removing what many of our customers see as the production efficiency bottleneck, offering greater efficiency to produce short and medium run, added-value embellished labels quickly, and with significantly reduced man hours and material waste.”

Using Domino’s recently launched unique UV-curable clear ink, and without a printing plate or screen in site, watch the modular **K6**00i dual bar printers apply cold-foil adhesive and spot varnish to create a range of personalised and digitally embellished gin and craft beer labels. Printing multiple SKUs with instantaneous changeover between jobs and without stopping the line, the infamous finishing bottleneck is eliminated with minimal set-up time and virtually no waste.

Jim continues, “For cold foil applications, just a single print bar is required with print speeds of up to 75m/minute. The dual bar **K6**00i system is used for printing spot varnish at speeds of up to 50m/minute, and can also be used to digitally print high opacity white, providing a cost-effective alternative to the more expensive and labour-intensive traditional screen printing.”

“As brand owners continue to place more emphasis on product appearance to add value to their products, this digital embellishment technology enables label converters to streamline their manufacturing process and improve production efficiency, allowing them to gain all the benefits of digital in the finishing process” concludes Jim.

With over 700 installations worldwide, Domino’s versatile **K6**00i ink jet printer is simple to run and maintain, and offers exceptional productivity and efficiency. To find out more, please visit [https://www.go.domino-printing.com/K600ipage](https://www.domino-printing.com/en-gb/products/k-series/k600i)

**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**

**For more information, please contact:**

Helen Tolino Tom Platt Andrea McGinty

Managing Director Account Manager Marketing Manager – Digital Printing Solutions

AD Communications AD Communications Domino Printing Sciences

T: +44 (0) 1372 464470 T: +44 (0) 1372 464470 T: +44 (0) 1954 782551

htolino@adcomms.co.uk tplatt@adcomms.co.uk andrea.McGinty@domino-uk.com