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**Press Release**

1 July 2020

**Add value to your labels with**

**Domino’s new K600i embellishment solution**

Domino Digital Printing Solutions is excited to announce the official launch of its next generation digital embellishment solution after its initial preview at Labelexpo Europe 2019. Visitors to the Domino stand were extremely impressed with the quality of the highly embellished labels that were created using Domino’s new, unique UV-curable clear ink **UV67CL** with two of Domino’s market leading **K6**00i ink jet printers installed on an AB Graphic’s Digicon Series 3 finishing line.

This latest addition to Domino’s ink range can be used either as a digital spot varnish or a digital adhesive for cold foil applications, ensuring total flexibility with a single fluid. It is compatible with standard medias including polyethylene, polypropylene and under the right conditions certain coated papers.

Jim Orford, K-Series Product Manager at Domino, says, “This new **UV67CL** ink for use with our high speed, high resolution **K6**00i ink jet printers was developed in response to feedback from our customers, the label converters. They continue to face increased demand from brand owners for enhanced label designs, which not only make their products stand out on the shelf and encourage consumer engagement, but also add value to their products and brand image. Our customers wanted to be able to achieve this by delivering the highest quality, most visually striking and diverse label designs, but without compromising their manufacturing process.”

Jim continues, “Domino’s digital embellishment solution achieves this taking finishing into the digital age. It removes what many see as the production efficiency bottleneck, and offers greater efficiency to produce short and medium run, added-value embellished labels quickly, with significantly reduced man hours and material waste.

This **UV67CL** clear ink can be used to create embellished labels with a high laydown of digital spot varnish or cold foil images, removing the necessity for screens and plates used in the traditional analogue embellishment processes. The combination of printing variable data with embellishment provides all the advantages of digital printing as part of the label finishing process, generating highly detailed digital spot varnish and cold foiling labels with minimal impact on productivity and throughput.”

With over 700 installations worldwide, Domino’s versatile **K6**00i ink jet printer can be easily integrated into an existing web-fed press or finishing line. Domino can supply a complete embellishment solution in conjunction with a number of leading label finishing partners. A single **K6**00i print bar is required for cold foil applications, capable of print speeds of up to 75m/minute; for printing spot varnish, a dual bar **K6**00i system is used with speeds of up to 50m/minute depending on the ink laydown required. The latter 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.

Jim concludes, “The ever-changing label market is demanding faster turnaround times with more SKUs, meaning the focus is now all about how to produce short and medium run length jobs with optimum efficiency. This is not just related to the printing process, but also the finishing and embellishment too. Domino’s new **UV67CL** ink and **K6**00i embellishment solution enables our customers to provide a superior service and added value offering in this specialised marketplace.”

To watch the demonstration of this embellishment solution filmed at Labelexpo 2019, visit: <https://go.domino-printing.com/K600iembellishment2Labelexpo2019>

**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](mailto:htolino@adcomms.co.uk) [tplatt@adcomms.co.uk](mailto:tplatt@adcomms.co.uk) [andrea.McGinty@domino-uk.com](mailto:andrea.McGinty@domino-uk.com)