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**PRESS RELEASE**

30th September 2020

**Domino unveils the N730i digital label press**

**Setting new standards in high performance ink jet label printing**

Domino Printing Sciences globally announced the launch of the Domino **N7**30i digital label press via a live virtual broadcast earlier today. This is a ground-up development and the first to use its new Domino Generation 7 ink jet platform. Philip Easton, Director of the Domino Digital Printing Solutions division commented “This is the most significant new product we have launched since we started in the digital label press business. It has been a huge collaborative team effort, spread over five years, involving our colleagues at Brother Industries, supplier partners, our development team and our existing customers. Today, we are so proud of what the **N7**30i delivers, as we truly believe it is setting new standards in high performance ink jet label printing.”

The **N7**30i incorporates a host of brand new features including the revolutionary Brother BITSTARTM 1200dpi piezo print head, the SunLightgraphicaluser interface, and the latest automated Domino **i-Tech** *intelligent Technology* features **i-Tech *SetAlign*** and **i-Tech *CleanCap2***.

Louise Adcock, Global Product Manager at Domino Digital Printing Solutions highlights, “We have almost 1,000 global installations already using our existing Generation 6 ink jet platform. During the development of the **N7**30i, we really listened to our customers, so we are confident that this press will enable label converters to get the best return from their digital printing investment. Based on customer feedback, we focused on three key areas: providing consistent print quality at high speed, ease of use and flexibility.”

Unlike other systems where higher printing speed is at the cost of reduced print quality or reliability, the **N7**30i is designed to print all jobs, including those with ‘silk-screen-like’ white at 70m (230ft)/min, but still with the same consistent high print quality.

The Brother BITSTARTM 1200dpi print head uses a combination of the smallest drop sizes of 2.1pl and nominal drop sizes of 2.8pl and 3.3pl to provide consistent ink density across the image, with sharper edges and smoother gradients. Patented triple-layer polycrystalline micro piezo technology minimises cross talk and delivers precise nozzle control for optimum drop placement accuracy.

Domino’s unique*intelligent Technology* or **i-Tech** features represent developments designed to measurably improve efficiency, use, function and reliability. **i-Tech *SetAlign*** is a new automated system that sets density and accurately aligns the print heads. The result is uniform and seamless print quality across the full web width. Domino has also enhanced performance with **i-Tech *CleanCap2***, an automated print head cleaning and capping system, which is a controlled process reducing manual operator intervention and waste. Other **i-Tech** features include the established **i-Tech *ActiFlow***, ***UltraMix***, and ***WebRev***.

Louise continues, “In basic terms, our customers win business against their competitors on the labels they can produce, they make a profit from delivering them efficiently. The **N7**30i’s consistent high print quality will mean they will win more business, while high speed combined with reliability means they can also print it efficiently.”

The existing user interface has been completely rewritten for the **N7**30i with the development of the new Domino SunLight***.*** This flexible graphical user interface with its modern look and feel is completely intuitive and highly configurable. A new enhanced version of the industry standard ESKO Digital Front End has been adopted, including improved variable data printing performance, and producing process colours including orange and violet, for lower ink usage and an increased colour gamut. Support for the industry standard JDF/JMF data transfer format allows for automated job set-up and reporting. This also means upward integration with the leading management information systems can be readily achieved.

Offering label printers maximum flexibility, the **N7**30i is available with optional flexo stations for priming to facilitate consistent quality even on the most challenging media types, and for spot colours or varnishing, increasing the range of jobs that can be achieved, or for reverse white for cost-effective shrink sleeve applications. These flexo stations can be retrofitted, providing our customers with greater flexibility as their business needs change.

The **N7**30i includes Domino’s own in-house developed **UV90** ink set with excellent fade resistance, achieving a maximum Blue Wool Scale of eight on certain substrates. It has excellent mechanical properties including abrasion and scratch resistance. The **UV90** white ink is commonly used by customers as a silk-screen replacement achieving an opacity of up to 76%. The **Textures** **by Domino** printing capability enables tactile three-dimensional label design effects to be created for greater shelf appeal.

Domino has an established global reputation for providing proven and reliable digital printing solutions, but is equally renowned for its unrivalled customer service and support. So, there is a complete range of services to support the **N7**30i. These include flexible in-house leasing options and the Domino Digital Solutions Programme, which offers advanced operator training, sales training, production efficiency enhancement and job costing, as well as tailored consultancy services. In addition, there is a range of **SafeGuard** maintenance products based on a monthly subscription, whereby skilled Domino technicians take responsibility for all maintenance, replacement parts and full breakdown cover.

Philip concludes, “When we introduced our **N6**00i and then the **N6**10i digital label presses, our focus was to be as good as flexo. With the **N7**30i, we believe we are offering a quality of output that sets a new high performance ink jet standard, and perhaps now flexo needs to start catching up!”

To find out more about how the Domino **N7**30i can help you maximise uptime, productivity and efficiency, minimise cost and waste, and improve your profitability, visit <https://go.domino-printing.com/PRADN730iwebpage>

**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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