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**Media Advisory**

13th January 2021

**Print over one million unique codes per hour with**

**Domino’s high speed K600i digital inkjet printer**

Whilst most of us were glad to see the end of 2020 with all the disruption and distress caused by Covid-19, many label and packaging printers experienced a healthy growth due to growing trends in e-commerce and with brand owners using more variable data printing (VDP) and personalisation to communicate with consumers during this time of uncertainty.

In the video link below, witness high speed digital printing at its best, as Domino’s dual bar **K6**00i digital inkjet printer prints variable data onto labels, each with a unique linear barcode, QR code and data matrix code, at 150 metres per minute. This means it is capable of printing 9,000 linear metres with 350,000 labels and over one million completely different codes per hour! Visit: <https://go.domino-printing.com/K600iVDPLabelexpo2019>

Jim Orford, **K6**00i Product Manager from Domino Digital Printing Solutions, says: “Covid-19 has really accelerated the growth in e-commerce, a trend which is likely to remain after lockdown restrictions are lifted. Brand owners are also placing more emphasis on personalisation to engage with consumers through loyalty and promotional programmes, and to track their products through the supply chain. This has resulted in some of our label and packaging converter customers reporting a 40-50% increase in the demand for variable data printed labels during the pandemic.”

The Domino **K6**00i is all about high quality and high speed digital printing of variable data. This ranges from simple alpha-numeric text and sequential numbering, to a wide range of industry standard machine-readable barcodes and 2D codes, including QR and Data Matrix codes. These are used for logistics and reverse logistics in e-commerce and online retail, for ‘track and trace’ applications in the food and beverage sectors, and for security applications including brand protection, in the pharmaceutical and tobacco sectors.

Watch Philip Easton, Director of Domino Digital Printing Solutions, walk you through this high speed digital printing demonstration of Domino’s dual bar **K6**00i inkjet printer integrated on an AB Graphic International Omega SRI high speed inspection and slitting line. This was shown in action for the first time at Labelexpo Europe 2019.

This versatile, monochrome UV inkjet printer is available in seven different print width formats, ranging from 108mm to 782mm, in either a standard single print bar or the high speed dual bar configuration. It can be retrofitted onto most conventional printing presses and finishing lines. The **K6**00i can be used with Domino's UV-curable, LED-curable and aqueous pigmented ink sets, with a high opacity white ink, a fluorescent ink and a clear varnish also available.

The single print bar prints 75 metres per minute at 600 x 600dpi resolution with optimum print density, but can print at up to 150 metres per minute. The dual bar unit demonstrated in this video prints 150 metres per minute at optimum print density, and can still print at 600 x 600dpi at up to 200 metres per minute.

With over 42 years’ heritage of developing and manufacturing digital inkjet printing equipment, Domino has created a flexible system with superior performance and reliability. In the video, Philip highlights and explains the benefits of Domino’s unique **i-Tech** *intelligent Technology* features, which together result in reduced setup time and maintenance costs, high reliability and uptime, and improved profitability.

Philip concludes, “We recognise converters have a choice from the various inkjet printing equipment suppliers in the marketplace. We are delighted that so many have chosen Domino for high speed digital printing - we now have approaching 1000 global installations based on this 6th generation inkjet technology. Our customers recognise that the **K6**00i digital inkjet printer is simple to run and maintain, offering exceptional productivity and efficiency, enabling them to react to this VDP opportunity and providing profitable, efficient, on-time delivery to their brand owner customers.”

To find out more, read our **K6**00i blog at <https://go.domino-printing.com/PRJan21K600iVDPblog> or visit <https://go.domino-printing.com/PRJan21K600ipage>

**ENDS**

**About Domino**

Founded in 1978, Domino Printing Sciences has established a global reputation for the development and manufacture of coding, marking and digital inkjet printing technologies, as well as its worldwide aftermarket products and customer service.

The Domino Digital Printing Solutions division provides high speed digital printing presses for labels and corrugated packaging, as well as inkjet printing equipment for the variable data printing of codes, addresses and personalisation for multiple different printing industry applications.

Domino employs over 2,900 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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