

**Press Release**

6th October 2022

**Domino Hails First Day of Spectrum Europe A Success**

*At Domino’s brand-new European Digital Centre of Excellence, speakers from FINAT, Cartor, Avery Dennison and Domino took to the stage to discuss challenges faced by the industry – and the* ***N7****30i digital press was showcased for the first time in Europe.*

Domino Printing Sciences has hailed yesterday (5th October), the first day of its Spectrum Europe event a huge success, following confirmed attendance of more than 100 guests; discussions delivered by FINAT, Cartor Security Printers and Avery Dennison; and live demonstrations of its digital printing technologies.

The two-day event, which is being hosted at Domino’s brand-new European Digital Centre of Excellence (DCE) in Nieuwegein, the Netherlands, kicked off with guests being welcomed into new facility to visit the tabletop exhibition, network and see Domino’s exhibited digital printing technologies in-person.

Following lunch, Jeremy Jones, Global Marketing Director, and Peter Van Riel, European Commercial Director at Domino, took to the stage to welcome the guests and expert speakers alike.

Jones commented: “Our new European Digital Centre of Excellence is a dedicated space for European customers and distributors to see tailored demonstrations and get hands-on experience with our entire portfolio of digital colour label presses and monochrome variable data printing solutions.”

Van Riel added: “This is the grand opening of our new facility and we intend to host Spectrum Europe event here every other year. We hope you enjoy this one – and we encourage you to discuss what you have learnt with your customers, technology partners and colleagues.”

Jules Lejeune, Managing Director at FINAT, then gave insight into the challenges of the industry, including supply chain disruption, automation and the upcoming recession.

Lejeune noted: “The correlation between GDP and label stock demand has been distorted since the beginning of this decade because of the pandemic and post-pandemic disruptions. Currently, the future remains uncertain; there are too many factors impacting our industry which make it difficult to for stakeholders to plan or make decisions.”

Next, Petra Gerritsma, Sustainability Manager, Label and Packaging Materials - EMEA, at Avery Dennison, discussed her company’s sustainability goals and the recyclability of label material.

She commented: “We have promised that 100% of our standard products will be made from renewable content. We produce labels for circularity, which means that we are very much involved in the recyclability of the overall package once the label is put onto it. That’s a fairly significant target for us to achieve.”

Andrew Murden, Global Aftermarket Manager (Digital Printing) at Domino, then discussed how Domino’s Digital Solutions Team, which he leads, is helping its customers to maximise their investment and achieve their strategic goals with business analysis, estimating workflow optimisation, application development and printing technologies.

After the expert discussions, a large crowd gathered to see the **N7**30i demonstrated for the first time in Europe. Live demonstrations of the **N6**10i digital inkjet press and **K6**00i monochrome digital press also took place.

Key features of the **N7**30i include its revolutionary Brother BITSTARTM 1200dpi piezo printhead, the SunLight graphical user interface, and the latest automated Domino **i-Tech** intelligent technology features: **i-Tech SetAlign, Actiflow2, CleanCap2,** and **i-Tech** **NozzleAdjust**.

Jeremy Jones, Global Marketing Director at Domino, comments: “We’re thrilled with the turnout of Day One of our first ever Spectrum Europe event. We seamlessly delivered a programme to more than 100 guests at our new DCE, which will meet our customers’ unique needs and help them to overcome the current challenges of the industry. We look forward to discussing ‘Tomorrow’s solution’ tomorrow (6th October) – the final day of Spectrum Europe 2022.”

**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 inkjet 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, corrugated, 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, corrugated, 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 3,000 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 located in China, Germany, India, Sweden, Switzerland, the UK, and the 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/)

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