



Domino's Ax-Series and Fratelli Branca Distillerie S.R.L. are Consistently Rewriting the Rules of Coding for Spirits!

Salute! From grappa, vermouth and sparkling wine to Fernet Branca—one of the world's most famous bitter liqueurs—Fratelli Branca Distillerie brings quality spirits—and tradition—to countries around the world!

Overview

"Novare serbando" is the motto that has guided Fratelli Branca throughout its more than 170-year history. Loosely translated it means work on innovation, whilst respecting traditions and quality. This guiding force is why Fratelli Branca Distillerie and Domino are great partners.

According to Margherita Vaschetto... Novare Servando—that is *innovating while keeping our traditions and roots*, but also searching for new technologies that will allow us to achieve our goals. That is why we've partnered with Domino since 2000."

Background

"Fratelli Branca Distillerie (Branca) was created in Milan in 1845. Today, our production is divided between Italy and Argentina. In Italy you can visit our production site in Milan, along with our museum, and learn about Branca history, its communications and marketing," said Ms. Vaschetto.

Giorgio Mascitti, Operation Manager, enthuses, "We are in love with our product and we're proud to offer it to our clients for [their] happy occasions!" Today Branca crafts a broad product line—including grappa, vermouth, Sambuca, sparkling wine and many more varieties—that is enjoyed for all sorts of celebratory events around the globe. Additionally, over the years Branca has built their pioneering product, Fernet Branca, into one of the most successful bitter liqueurs in the world. All this success comes with a significant need for coding equipment that can fit in seamlessly into a busy and demanding production environment.

"For us at Branca, reliability is the key. This is why we chose the new Domino Ax-Series!" —Giorgio Mascitti, Operation Manager at Fratelli Branca Distillerie



Rewriting THE RULES

THE RULES
REWRITING

Easy Integration

For smooth integration into a production line, the Ax-Series supports leading industrial communication protocols simplifying installation and automation online. Ax-Series printers can be integrated into networked printer systems providing centralised code templates for error-free coding and integration onto existing Enterprise Resource Planning (ERP) systems.

Simple production line integration:

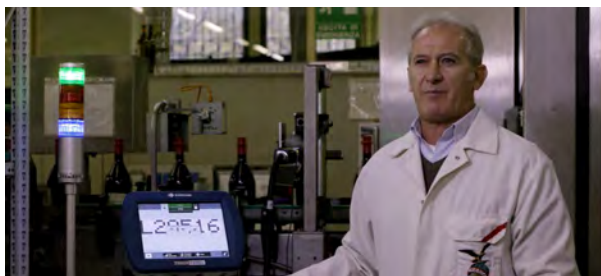
- ◆ Easy-to-use remote touch screen can be mounted where it best serves operators
- ◆ Hide the heavy duty wash-down cabinet, out of the way
- ◆ Available on the **Ax-550i** model, 316SS, IP66—built for quality and reliability even in the harshest environments

Reliable, Clear Codes

The **Ax350i** is designed to be reliable and specifically handle the rigour of serialised coding. It offers high-resolution print messages and multiple line codes even at the fastest print speeds, allowing large amounts of data for rapid throughput printing. Higher quality codes are optimised for Machine Readable Codes (MRC) and Optical Character Recognition (OCR) systems, helping to reduce rejects.

Intelligent, Innovative Technology

With its rich history of embracing quality and innovation, it's no wonder Branca has chosen Domino as its trusted coding partner. According to Giovanni Racidi, Production Department Manager, "The introduction of the new Domino **Ax350i** has provided positive results for management. The first positive aspect is the very fast restart of the machine after long periods off. The second positive aspect is the easy replacement of the make-up and ink cartridges in the machine. With a few steps the operator can remove the old cartridges and insert the new ones."



Easy to integrate and configure and highly productive, the **Ax350i** promises years of service-free operation. It supports ink for all substrates, offers easy-change consumables and convenient modular stackability. The advanced Ax-Series also includes **i-Techx** that offers users an experience like a smartphone, takes only minutes to learn and is customisable allowing prioritisation of the most used tasks.

New Inks, New Capabilities

The **Ax350i** utilises new, highly reliable **i-Pulse™** inks. These advanced inks—designed for even the most demanding applications—easily adhere, even after harsh post-print processes.

i-Pulse™ Print Head & Inks

The perfect drop—it's fundamental to consistently great quality codes:

- ◆ 9 drop quality at 7 drop speeds
- ◆ Perfect drop creation and placement resulting in producing highly reliable Machine Readable Codes (MRC)
- ◆ Better drop management equals cleaner print head (go significantly longer in between cleanings)
- ◆ Faster, more consistent codes!



Rewriting the Relationship

Mr. Mascitti noted, "The selection of a coder is important, as [important] as equipment that will allow us to meet all legal requirements. Installing the new Domino Ax-Series has allowed us to reach this goal with minimal effort and maximum results. We also discovered reduction in the total cost of ownership." Clearly, when mixed together, Branca and the Domino **Ax-350i** are a cocktail of innovation and efficiency!

To learn more about Domino's Ax-series printers, visit ax-series.com.

Rewriting
THE RULES