



# MPS Bristol heralds first UK installation of Domino's 7-Colour **N610i** digital label press



## Overview

Multi Packaging Solutions (MPS) is a global business that provides packaging solutions for the branded and healthcare markets. With offices located across North America, Europe and Asia, the MPS manufacturing facility in Bristol was the first company in the UK to invest in Domino's 7 colour **N610i** digital label press. Since the installation, MPS Bristol has secured over 40 new accounts in various market sectors.

*“After a thorough analysis of the developments in the digital press market, we realised Domino's 7-colour **N610i** label press represented a significant step forward both in terms of technology and operational excellence.”*

Andy Walter, Managing Director, MPS Bristol

## Fast facts

- MPS provides packaging solutions worldwide
- MPS Bristol produces self-adhesive labels for a wide range of market sectors
- First UK installation of Domino's 7 colour **N610i** digital ink jet label press
- Secured 40 new accounts within just two months of installation



Domino. Do more.

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Andy Walter, Managing Director, MPS Bristol

Multi Packaging Solutions (MPS) Bristol, an award-winning supplier of self-adhesive labels to a wide range of market sectors, is the first company in the UK to invest in Domino's innovative 7-colour **N610i** UV digital inkjet label press. The installation was the result of a major investment programme at the site.

MPS Bristol is part of the international business Multi Packaging Solutions, which excels in markets where print and packaging are an integral part of brand identity. MPS has a proud record of innovation and had already invested in digital toner technology in its healthcare focused operations specifically for the production of labels and patient information leaflets for the pharmaceutical sector. MPS Bristol specialises in the 'branded products' sector where highly creative designs utilising a wide colour gamut are imperative in order to create packaging with attention-grabbing visuals, that enable the products to stand out on the shelf.

With this in mind, Andy Walter, Managing Director at MPS Bristol, wanted to capitalise on the evolving digital print technology and acquire a system that would visibly enhance the company's label offering. Whilst digital isn't new, he realised that UV ink jet especially could prove to be a key asset for some of the sites more creative designs.

Andy says, "More of our customers want the flexibility of digitally printed labels, but naturally don't want to compromise their brand with an inferior product. After a thorough analysis of the developments in the digital press market, we realised Domino's 7-colour **N610i** label press represented a significant step forward both in terms of technology and operational excellence".

He continues, "In addition to the broad colour range required by our customers, productivity was another key factor for us, as was the



requirement for a 'robust' technology to compete with flexo and screen. To date, we have matched all the colours required by our 'branded products' market – the **N610i** has an extensive colour gamut on a good range of substrates. In terms of its productivity, we are currently running the **N610i** at 50m/min. The labels are printed so fast, we need additional finishing capability to keep up with it!"

Andy continues: "Not only does the system's quality of print and strength of colour enable customers to manage their label requirements more effectively, it also allows them to maintain their brand integrity, which remains a key priority. These benefits made the purchase of Domino's **N610i** an easy decision."

Since the installation in May 2015, the **N610i** has helped to win over 40 new accounts, primarily from the drinks and personal care sectors. Some of these jobs were previously screen printed and have been secured due to Domino's highly opaque white ink, which delivers a silk-screen like finish ideal for printing onto clear and metallic substrates. In the personal care market, MPS has received an excellent response with very positive feedback from customers.

The company has also redirected capacity from flexo to digital and the Domino **N610i**. Andy cites an example, "We have a specific customer with over 1000 SKUs, whose product labels were previously flexo printed on a quarterly basis, for despatch as and when needed. This job is now being digitally printed on the **N610i** on a weekly basis. This means shorter print runs, shorter lead times, no plate making, less waste, and better stock control with less inventory and reduced storage costs."

To summarise, Andy says, "When you choose a digital partner, you need a company with credibility and global reach. With Domino, we made a good decision. With their headquarters based in Cambridge, they have people "committed to the product" who showed that they cared. All stages of the implementation process were well supported and we have built up a good relationship between both companies."

MPS Bristol is now using the new digital press to challenge designers, brand managers and marketers to push the boundaries and build personalisation, variable data and more focused promotional offers into their clients' labels.