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**Media Advisory**

5th September 2019

**Off-line, in-line or full hybrid printing -**

**what is the best way to convert digitally printed labels?**

Bringing their wealth of expertise and experience to the table, senior representatives (MDs or equivalent) from seven of the world's leading label converters: Reynders, Skanem, Germark, Olympus Group, Anglia Labels, CS Labels and Dan Labels recently met in Cambridge, UK to discuss the merits of different finishing options designed to support digital printing.

Philip Easton, Director of Domino Digital Printing Solutions, says: “The market trend that we are seeing is reducing lead times and more SKUs driving down the average length of production runs. This is because brand owners want to have more product versions, and at the same time, minimise the packaging inventory they hold in their supply chain. The time and cost associated with setting up production between jobs therefore becomes far more important and the choice of printing and finishing technology deployed has a big influence on this.”

“Digital printing plays a large part in this process, but in order to meet the demands of their customers, label converters must also consider the capabilities of their finishing equipment in terms of automation, efficiency, flexibility, and adding more value to their digital and conventionally printed labels through embellishments and special effects.”

This video is the first in a series of interesting and informative discussions that Domino is reporting on, where this panel of industry experts explore the different types of job structure that are best suited to off-line, in-line and full hybrid digital printing. This video can be viewed at:

<https://go.domino-printing.com/DominoRoundtableDiscussionVideo1>

The second video in the series is planned for release at the end of October.

In the meantime, Domino has scheduled daily **N6**10i digital hybrid label converting demonstrations on its booth at Labelexpo Europe, taking place at Brussels Expo from 24 – 27 September 2019. Stating they have created a completely new standard in label converting productivity that will revolutionise the label supply chain, visit Booth No 9B50 in Hall 9 to witness Domino’s ‘20 minute Production Efficiency Challenge’. To find out more, visit: <https://go.domino-printing.com/20minuteproductionefficiencychallenge>

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**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 was also awarded the ‘Operational Excellence’ accolade at The Manufacturer MX Awards 2018.

Domino became an autonomous division within Brother Industries on 11th June 2015.

For further information on Domino Digital Printing Solutions, please visit [www.dominodigitalprinting.com](http://www.dominodigitalprinting.com)

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