

PRODUCT IDENTIFICATION & BRAND PROTECTION IN BEVERAGE





Protecting Your Brand and Your Reputation

The global Beverage industry, worth hundreds of billions of dollars annually, is a fast-moving market that offers challenge and opportunity in equal measure.

Over almost four decades, Domino has worked alongside its Beverage customers, helping you meet new legislative requirements and the pressure of streamlined supply chains. We continue to develop faster, more robust coding and marking systems that stand up to the rigours of the Beverage production environment.

Above all, Domino recognises that the reputation of your brand depends on the integrity of your product: protecting that reputation is our priority.



Efficiency Through Innovation

The Beverage sector boasts more truly global brands than any other market – and is highly competitive as a result. Margins are constantly under threat and producers are under constant pressure to reduce cost and drive efficiency at every step of the manufacturing process.

Domino's range of solutions for Beverage manufacturers is unparalleled, encompassing primary coding for cans, bottles, cartons and labels, backed by secondary and tertiary solutions to guarantee high quality coding throughout the supply chain and into the store.

But we also know that the printer is just the beginning: where tens of thousands of products are produced hourly, a percentage point drop in efficiency can be the difference between profit and loss. 24/7 reliability at the highest line speeds in wet, sugar-laden hot or cold

environments, minimal planned downtime and the flexibility to adapt to new production requirements are all essential.

From the first ever service-free printer to high speed, high performance lasers; on your production lines and in our labs, we are alert to the challenges and opportunities presented by the fast-evolving Beverage sector.

We draw on our skills in other markets to help you stay one step ahead. Counterfeit products are a growing threat in many markets, including Beverage, prompting demand for product level traceability through the supply chain. Domino customers in the Beverage sector can benefit from our many years' experience of delivering proven systems elsewhere, including both bespoke and off the shelf packages. Partnering with Domino delivers much more than coding: it means productivity, compliance and confidence – without compromise.



The Specialists in Beverage Coding and Marking

The range of products coded by Domino printers is truly astonishing. From packs in our fridges, store cupboards and medicine cabinets to components in the buildings we live and work in and the cars we drive – there's a good chance that a discreet Domino code is there to guarantee safety and integrity.

One of the pioneers of industrial ink jet, Domino has learned over almost forty years in the business that while the end result is a code, the priorities and practices of the many industries we serve are very different.

Our sector specialists – many of them recognised internationally for their expertise – are predominantly home grown, having worked hard over long careers with Domino to nurture their knowledge and passion for the Beverage sector. From craft breweries to round-the-

clock production plants, our team has a profound understanding of what makes your business tick.

Wherever in the world our customers are, so too is Domino. Whether through a Domino office or our extensive distributor network, you can be sure of consistent, expert advice and support.

Domino doesn't just innovate – we re-invent. Our longstanding commitment to investment is evident in the many groundbreaking products that make up our range. That commitment also extends to investment in relationships with our customers to ensure a positive experience, from your first conversation with Domino through specification and product trials to installation and delivery.

We are a key player in the Beverage sector ecosystem, working with equipment manufacturers, industry and regulatory bodies to anticipate the challenges ahead and respond proactively. Domino is relentless in our mission to deliver printers and productivity solutions tailored to your products and your business.



Case study

California's Firestone Walker Brewing Company has enlisted the help of Domino's **D320i** laser and **A420i** continuous ink jet printers to ensure that date codes on every product are clear and legible.

The **D320i** laser is used to code bottle labels and cartons across a variety of materials with unlimited lines of text in any orientation, in many fonts and sizes, from low to high production speeds.

Domino's **A420i** continuous ink jet printer has also been installed to produce date codes on cans.

Crucially, there has been no unplanned downtime since switching to Domino, thanks to the printers' inherent reliability and Domino's preventative maintenance package.

“ Downtime is the enemy. Firestone Walker trusts Domino printers because they work”

[Watch the full video here...](#)



Delivering Productivity in the Long Term

With Domino, installation is only the beginning. The flexibility, reliability and longevity of your coding systems are as important to us as they are to you.

We undertake to support your product throughout its life cycle with aftercare and consumables packages specified by you. Simple to operate, Domino printers are designed for a long and trouble-free

life but in the event that you do need our help, we provide a choice of online tools, telephone support and remote diagnostics to help resolve issues promptly. When an engineer is required, our qualified team will ensure you're up and running again just as soon as possible – your production is our priority.

Modular architecture allows your printer's hardware and software to evolve with your production needs to guarantee a long service life. And when the time to upgrade finally arrives, you can be sure that Domino will be on hand to ensure a seamless transition to the latest high performance technology.





About Domino

Domino is the leading business within Domino Printing Sciences. Founded in 1978, the company has established a global reputation for the development and manufacture of coding, marking and printing technologies, as well as its worldwide aftermarket products and customer services. Today, Domino offers one of the most comprehensive portfolios of complete end to end coding solutions spanning primary, secondary and tertiary applications designed to satisfy the compliance and productivity requirements of manufacturers.

Domino employs 2,600 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.

For more
information
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