

# PRODUCT IDENTIFICATION & BRAND PROTECTION IN FOOD



## Safeguarding Food Products, Preserving Reputations

Domino was founded in 1978 as date mark labelling, to help consumers make safe and optimum use of food, became commonplace and then mandatory. The Food sector is a key market for Domino, accounting for almost a third of our business worldwide.

Over the years we have worked alongside you in an increasingly global market, helping you meet new legislative challenges and the pressure of streamlined supply chains. Above all, Domino recognises that the reputation of your brand depends on the integrity of your product: protecting that reputation is our priority.



# Understanding Diversity and Challenges in Food Production

The Food sector is characterised by its sheer diversity: the variety of products, packaging formats and the range of production processes are immense. But from the largest global manufacturer to the local artisan producer, the pressure to control costs and drive efficiency are universal, while product and packaging innovation are vital in a competitive market.

Domino's range of solutions for Food manufacturers is unparalleled, encompassing primary, secondary and tertiary coding for all packaging materials and formats to guarantee high quality coding throughout the supply chain and into the store.

But we also know that the printer is just the beginning. 24/7 reliability

in hot, wet or cold environments, minimising planned downtime and the ability to adapt to new legislation are all essential.

Domino responds to the trust placed in us by Food producers the world over with constant innovation that adds value to your coding operations – now and in the future. From the first ever service-free printer to high performance food and non-food contact inks, we are alert to the challenges and opportunities presented by the fast-evolving Food sector.

We draw on our skills in other markets to help you stay one step ahead. As the demand for traceability through the supply chain grows, Domino customers in the Food sector can benefit from our many years' experience of delivering proven systems elsewhere.

Partnering with Domino delivers much more than coding: it means productivity, compliance and confidence – without compromise.



# Leading the Way with Innovation and Knowledge

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 consulted internationally for their experience – are predominantly home grown, having worked hard over long careers with Domino to nurture their knowledge and passion for the Food sector. Be it confectionery, dairy or snacks, eggs,

bakery or fresh produce – 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 Food 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

Toronto-based Rex Pak Limited is Canada's leading dry food blending and packaging co-manufacturer. With 32 production lines ranging from manual to fully automatic, this second-generation family firm has more than 30 Domino printers and views Domino as a valued partner in coding, marking and managing the hundreds of SKUs it produces and distributes for its customers.

Rex Pack employs an impressive array of Domino technology to facilitate product to pallet coding and digital printing solutions within its custom designed FDA- and CFIA-approved building including: Domino's A-series ink jet, D-Series laser, G-Series thermal ink jet and C-Series large character ink jet.

“We rely on Domino to help us manage hundreds of SKUs effectively and ensure we meet all customer deadlines”

[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 please visit [www.domino-printing.com](http://www.domino-printing.com)



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