

# PRODUCT IDENTIFICATION & BRAND PROTECTION IN INDUSTRIAL



## Global Solutions for Global Industries

Domino's global credentials provide the perspective that helps us understand your business. While electronics manufacture under cleanroom conditions in Asia might be very different from aggregates bagging in Europe or cable and wire production in South America, we know that code quality and durability are non-negotiable.

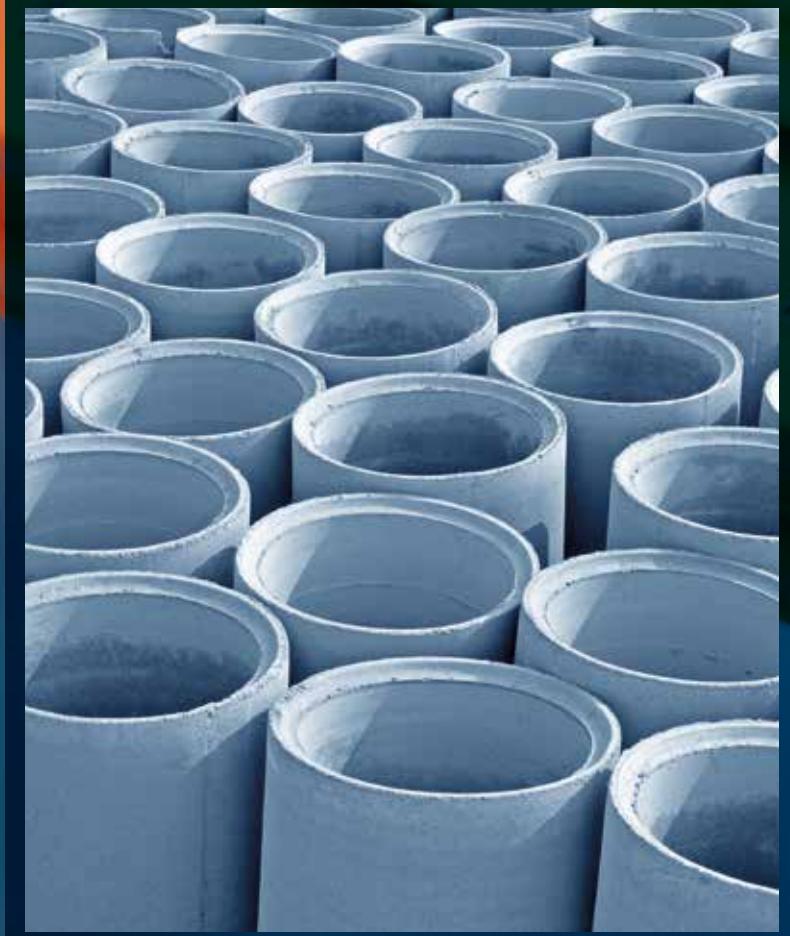
Our coding systems are industrialised and, where necessary, ruggedised to ensure that whatever the environment – hot, dry, dusty, wet or cold – reliable round-the-clock coding is assured.

We recognise that coding plays multiple roles; in some instances the driver is legislative, such as the application of human readable codes on cable and wire, to provide a visible check that the product is safe and appropriate for its intended use.

In other cases codes are used on electronic components and sub-assemblies to assist and record the manufacturing process, or for stock management and traceability in the construction industry.

Increasingly important is the need to protect both manufacturers and their customers from the effects of counterfeit products. In some markets it is estimated that over half of all aftermarket automotive components are counterfeit, impacting the business and the reputation of the genuine manufacturer and raising real safety concerns for the unwitting purchaser.

Whatever the application and whatever the driver, Domino can tailor the perfect package of printer, ink, knowledge and support for successful coding, day after day, year after year. Partnering with Domino means productivity, compliance and confidence – without compromise.



# Coding for Safety, Security and Compliance Around the World

Domino's industrial coding products are deployed in some of the most challenging applications and production environments in the world. Add to that the sheer diversity of products we code, from cable and wire to electronics, construction materials and components for cars, planes, trains and ships – our technical capabilities are self-evident.

Cable and wire manufacturers are increasingly bound by safety legislation designed to ensure that cables are used for their intended purpose. Coding is a highly visible means of satisfying this requirement and ensuring safety at the point of use.

The concentration of electronic components manufacture in the Asia-Pacific region, with products subsequently exported around the globe,

requires a strong supply chain to ensure traceability and authenticity. Trends such as miniaturisation have been the driver for innovations such as two-dimensional codes, now adopted by many other sectors.

Construction is a truly global, complex business with a supply chain to match. Coding plays many vital roles – from stock control to verifying the authenticity of products – in challenging circumstances: codes must remain legible no matter how harsh and dusty the environment or how porous the material.

In the air, on the road, rails or at sea – we trust in the safety of our transportation. Yet with counterfeiting of components for these industries a lucrative business that potentially threatens each of us, supply chain security is paramount.

Products are just one part of the Domino story: equally important is the team behind them. Only through knowing your industry and the factors driving it can we ensure that the solutions we provide meet your current and future needs.



# Leading the Way with Innovation and Knowledge

The range of products coded by Domino printers is truly astonishing. From foodstuffs, medicines and household products 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 their chosen sector. So from large character coding on

timber and wood to miniature barcodes on electronic components, 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 prompt, 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 part of the manufacturing ecosystem, working with OEMs, industry and regulatory bodies to anticipate the challenges ahead and respond proactively. Domino is relentless in our mission to deliver coding solutions tailored to your products and your business.



## Case Study

JELD-WEN, one of the world's leading suppliers of quality doors, windows, and stairs, has upgraded its coding and marking solutions with the installation of Domino's coding automation software, *QuickDesign Unite*, and G220i thermal ink jet printer.

The combination of the two technologies has not only improved the quality of printed messages on doors, but also helps automate the coding process throughout the production line, eliminating the possibility of coding errors and reducing waste and potential rework.

John Dillon, Production Manager at JELD-WEN highlights how *QuickDesign Unite* seamlessly ties in with the company's ERP system, which makes production orders automatically available to the operator.

“We trialled other products, but none of them worked as well with our corporate software as Domino's solution”

[Learn more 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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