

Wrapping Line Mailing Solutions

Ink jet addressing, personalisation and line control system



application profile



Ink Jet Printing and Line Control Solutions

Domino's wrapping line solutions are based upon the widest range of ink jet printers combined with a modular PC based controller that is integrated with the existing wrapping line's operation. Field based project teams provide unparalleled experience of application integration with a variety of magazine and catalogue polythene wrapping lines.

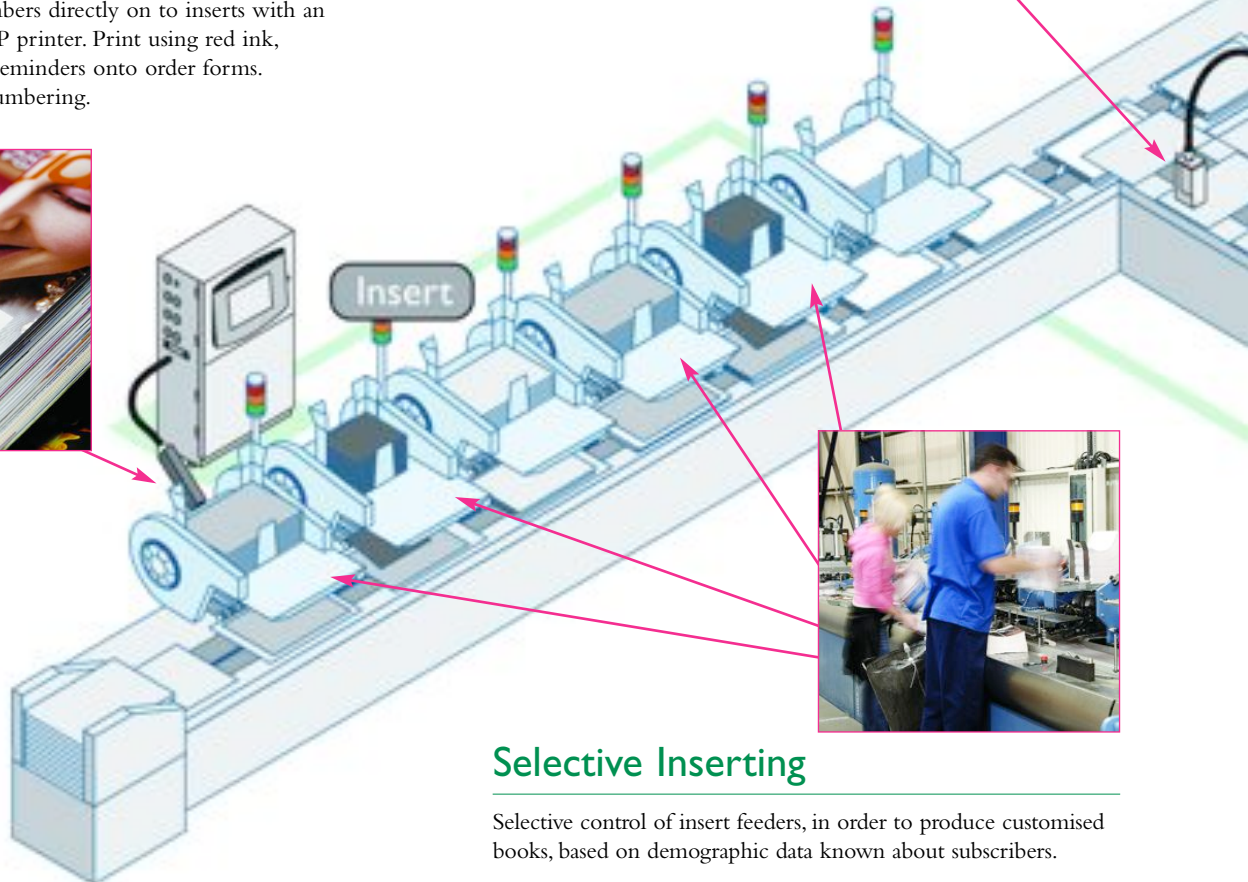
Key features include:

Solutions start from single position addressing with end-of-line mail sort control and can evolve to include:

- Intelligent reorder
- Postage paid indicia (PPI) printing
- Pre-addressing order forms
- Personalised messages
- Response coupon numbering
- Stacker control
- Selective inserting
- Top sheet personalisation
- Camera based verification and matching

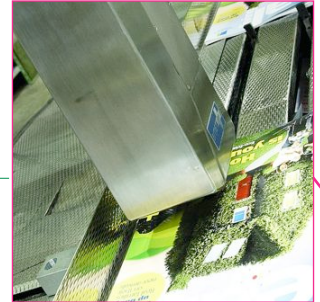
Insert Numbering

Printing tracking numbers directly on to inserts with an integrated A-Series CP printer. Print using red ink, subscription renewal reminders onto order forms. Promotional games numbering.



Pre Wrap Addressing

Printing addresses, in this case with a Bitjet+, either directly onto the magazine or catalogues, or onto a carrier/cover sheet.



Response Card

Pre-addressing an order form, here with a Bitjet+ printer, that is then matched with the mailing address on the main product.



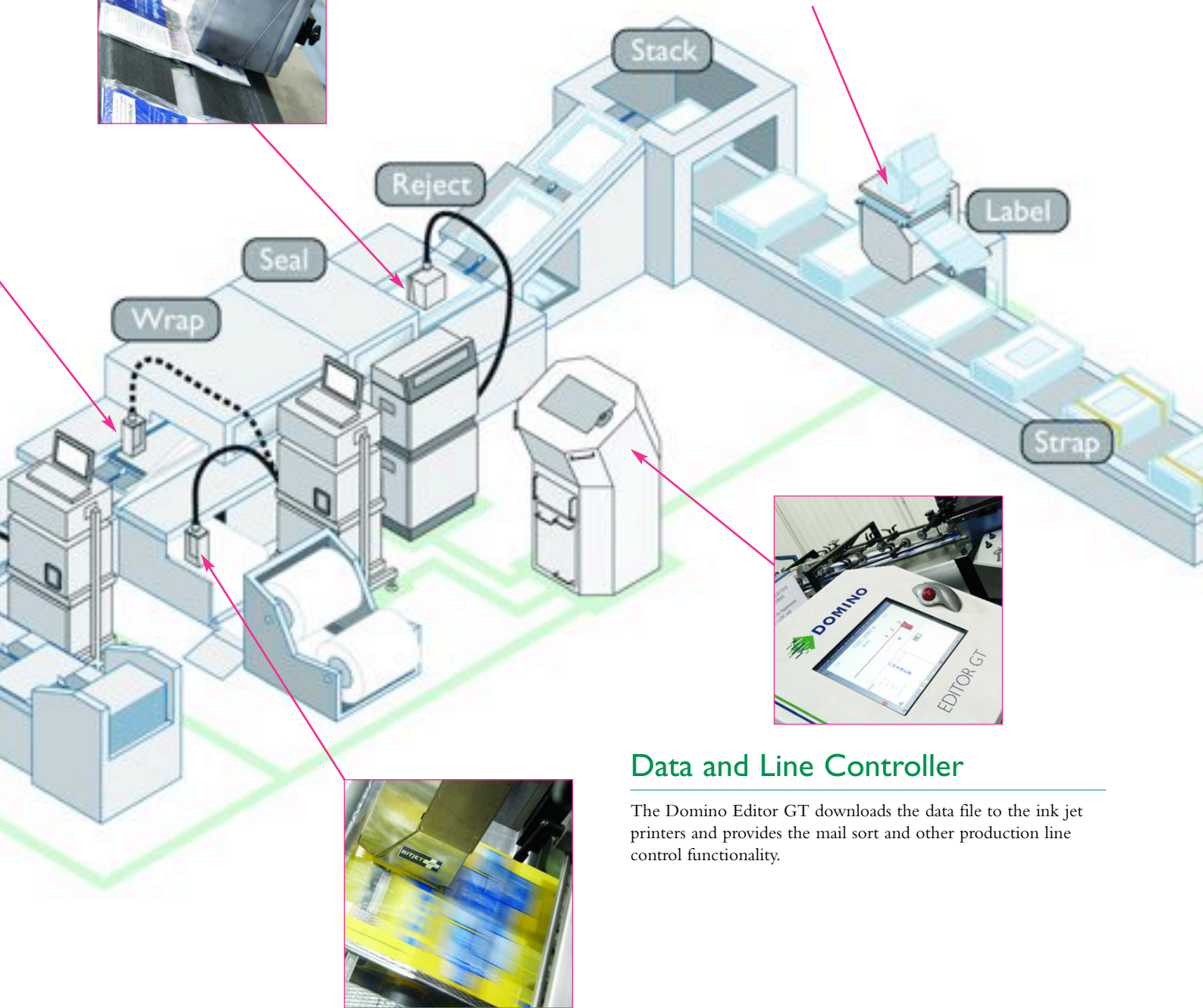
Selective Inserting

Selective control of insert feeders, in order to produce customised books, based on demographic data known about subscribers.



Post Wrap - After Sealing

Conventional address print position, shown in the example with a JetArray. Printing is either directly after sealing on an ink jet belt, or alternatively, can be on the incline belt to the stacker.



Mail Sort

Interfaces with a stacker or exit conveyor in order to separate production into mail sort code regions.

Top Sheet or Mail Bag Label Printer

Through uploading a separate data file, Editor GT can supply in real time, data to a top sheet or mail bag label printer. This helps to ensure efficient operation and a reduction in handling errors.

Data and Line Controller

The Domino Editor GT downloads the data file to the ink jet printers and provides the mail sort and other production line control functionality.

Post Wrap - On Reel In-Feed

Printing addresses on the film in the wrap in-feed position, due to excellent material control, facilitates best possible print quality with the Bitjet+.

Ink Jet Options

Domino's ink jet printers including the Bitjet+, JetArray and A-Series CP may be utilised in-line to flexibly meet a number of requirements.

Print Requirements

- Address printing directly on the wrap
- Address printing on a carrier or cover sheet
- Address printing on the magazine or catalogue
- Mail sort data printing
- Four state and other postal barcode printing
- Subscription reminder messages, including different ink colours
- Personalised messages based on demographic data
- Advertising sponsored messages
- Graphical postage paid indicia (PPI) printing
- Matched address printing onto inserted order forms
- Subscription tracking numbers
- Promotional games printing

All Domino ink jet printers include a remotely mounted print head that provides flexibility to locate in a number of different positions on the production line. For example, the same printer can provide post-wrap and pre-wrap addressing by simply moving the print head and selecting the position at the Editor GT controller.



Printer Range

Domino's primary products for wrapping applications include:

- Bitjet+ – The leading technology in terms of print capability
- JetArray – A highly robust and reliable dedicated addressing printer
- A-Series CP – Highly versatile, easy to use for messaging

Please refer to the relevant separate product literature. Summary of capability is provided in the table opposite.

	A-Series CP	JetArray	Bitjet+
Print Area	1-4 lines of text ²	8 lines of text	54mm image
Print Speeds (Products)	4-22k ¹ /Hr	> 22k/Hr	> 22k/Hr
Substrates – Paper	✓	✓	✓
	UV Coating	✓	✓
	Poly-wrap	✓	✓
Addresses	✓	✓	✓
Postal Sort Data	✓	✓	✓
Postal Bar Codes	✓	✓	✓
Postal 2D Codes	✗	✗	✓
Graphical PPI	✗	✗	✓
Text Based PPI	✓	✓	✓
Left Hand Justification	Set-up required	Good	Good
Print Quality	Average - Good ^{1,2}	Good	Best
Number of Fonts	10+ ^{1,2}	10+	All Windows®/Adobe
Ink Colours	Various	Black	Black/Red

¹ depends on number of lines printed from single print head

² depends on running speed

Line Controller Functionality

The Domino Editor GT controller, besides providing tools for preparing a wide range of address data files for ink jet printing, has a range of line control capabilities. For this the system utilises a unique tracking system starting with the product from the initial product feeder all the way through to the final bundle label.

Mail Sort - Stacker Control

Through the appropriate interfacing Editor GT can be configured to provide a range of functions as follows:

- Product bundles separated by mail sort code
- Level production to avoid small bundles
- Issue line slow downs for small bundles
- Divert small bundles for residual mailing

Mail Sort - Exit Conveyor Control

The system sends a timed signal to accelerate a twin speed surge conveyor in order to highlight a change in mail sort code for easy identification by the operator.

Re-Order

Editor GT is able to reorder products that have been diverted due to mis-feed or seal failures. Re-ordered products can then either be:

- Left in the mail stream if still in mail sort code group
- Diverted and printed with identity mark for manual insertion into correct mail sort code
- Printed at the end of the production run

Multi-Position Personalisation

Through tracking, Editor GT can match subscriber addresses with additional personalisation printed at different parts of the ink jet personalisation wrapping process, eg. insert numbering or response form addressing.

Selective

Selective feeder control is based on demographic data within the data file. This added value facility enables more relevant customised products to be created. An example would be to add separate dairy, poultry, pig and arable farming inserts to a general farming magazine depending on the subscriber specialism.

Bag and Top Sheet Labelling

Editor GT can supply in real time, data to a top sheet or mail bag label printer through utilising a separate data file, hence enhancing operational efficiency and reducing handling errors.

Camera System

Editor GT can provide these additional options:

- Read and Print – Matching pre-printed personalised material, with in-line data to be printed
- Verify – Verifies mailing of pre-printed personalised material against a supplied data file at time of production
- Selective – Camera captured data is used to provide selective feeder control
- Mail sort – Camera captured data is used to define end of mail sort group for stacker control

Wrapping Line Manufacturers

Domino has significant experience of working with all the leading wrapping line manufacturers, and has developed a library of interfaces for the majority of the wrapping line models available.



Project Management

Domino assigns technical project managers to both vetting the pre-order and then managing the post-order installation process. This will include where required, confirming available machine interfaces with the relevant wrapping line manufacturer, and handling the complete installation and commissioning process leading to final system training and handover.



Domino Worldwide

Through an extensive global network of subsidiaries and distributors, Domino operates in over 120 countries. This network offers customers both sales support and access to highly skilled service teams, providing technical support packages to suit the varying production environments and customer requirements across the world.

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