PRESS RELEASE

**Award-winning Peel-and-Reveal Beer Label Printed on Domino N610i Showcases Creativity and Technology in Harmony**

UK-based label converter, [Labelnet](https://labelnet.co.uk/%22%20%5Co%20%22%22%20%5Ct%20%22_blank), and Hackney Church Brewery have joined forces to produce a peel-and-reveal label on a Domino N610i label press. The ‘Noah Knows Best’ beer label has not only captivated consumers but also been recognised with the prestigious DLP ‘Excellence with Hybrid Printing’ Award, celebrating standout label design and print using a combination of two or more complementary digital and flexo processes.

 “The initial impact of the label is excellent and eye-catching,” noted the judges. “This is further enhanced by the inner label peel-off door to reveal the print underneath, with the added detail of the double-sided print of the door peel to create the full ensemble. An impressive hybrid print winner.”

Labelnet’s award-winning labels were produced on two layers of white polypropylene, combining printing on their 5-colour roll-to-roll Domino **N610i** digital label press with offline lamination and adhesive kill on an Edale FL3, with a heavily textured varnish applied on an ABG Digicon providing the finishing touch.

Rob Lorkins, MD, Labelnet, explains: “We were able to create a concept for this label by combining our customer’s inventive and alluring branding and bringing it to life with the print quality and resolution that the Domino **N610i** delivers in abundance. This press has been a source of reliability for us and has taken us to the next level as a business by constantly providing solutions. It is no surprise that the **N610i** was the foundation for our first DLP Awards win.”

“We are incredibly proud and humbled to have won this award in a very competitive field,” said Rob Lorkins, MD, Labelnet. “The exciting and innovative work being done by combining print technologies currently is fascinating. To have won in this category is a huge credit to the ingenuity and skill within our workforce, as well as the versatility, consistency and quality that Domino offer with their inkjet presses.”

Craig Clawson, Sales Manager, Domino, concludes: “Domino is delighted that Labelnet has been acknowledged for its innovative collaboration with Hackney Church Brewery. Using the Domino **N610i** in conjunction with ABG and Edale flexo stations has created an excellent example of the high-quality finish that the combination of digital and traditional flexo printing technology can achieve. We are proud that our technology has facilitated such success.”

The **N610i** roll-to-roll pressis based on Domino’s proven Generation 6 digital label printing technology, which has almost 350 installations worldwide. The print engine is also available as an Integration Module for incorporation into a flexo printing press, enabling converters to combine digital printing at 600dpi with analogue printing and finishing to create eye-catching labels in a single pass.

Discover how Domino’s **N610i digital label press** can boost your digital label printing capabilities and help you ‘do more’ for your customers at <https://dmnoprnt.com/2p94pxxn>.

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**Notes to Editors:**
**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 inkjet printing technologies, as well as its worldwide aftermarket products and customer services. Its services for the commercial print sector include digital inkjet printers and control systems designed to deliver solutions for a complete range of labelling, corrugated, 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, corrugated, 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 3,000 people worldwide and sells to more than 120 countries through a global network of 29 subsidiary offices and more than 200 distributors. Domino’s manufacturing facilities are located in China, Germany, India, Sweden, Switzerland, UK, and the USA.

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

For further information on Domino, please visit [www.domino-printing.com](http://www.domino-printing.com)

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