

# Domino partners with Procter and Gamble on Tactile-Coded Bottle Design for Visually Impaired Consumers

Submitted by: Domino Printing Sciences

Tuesday, 20 July 2021

---

Domino Printing Sciences (Domino)

([https://www.domino-printing.com/en/news-and-events/news.aspx?utm\\_medium=non-paid&utm\\_source=onlinepublication&utm\\_campaign=domino-partners-with-procter-and-gamble-on-tactile-coded-bottle-design](https://www.domino-printing.com/en/news-and-events/news.aspx?utm_medium=non-paid&utm_source=onlinepublication&utm_campaign=domino-partners-with-procter-and-gamble-on-tactile-coded-bottle-design)) has teamed up with Procter and Gamble (P&G) – one of the world’s largest and most trusted suppliers of consumer and personal care products – to develop an inclusive, tactile solution for product labelling, to help visually impaired consumers distinguish between bottles of shampoo and conditioner.

Kevin Higgins, Engineer at P&G, says: “We were invited to visit Domino’s specialist laser testing labs in Hamburg, initially to discuss the requirements for the project, and then again for a two-day working session to identify the best possible solution. Together, we chose the Herbal Essences bio:renew range of shampoo and conditioners as a trial product, which could be easily marked by Domino’s D-Series CO2 laser coders to create a differentiating tactile marker.”

The chosen design features a row of raised lines on the bottom of the back of the shampoo bottles – “S” for shampoo, “S” for stripes – with two rows of raised dots in the same place on conditioner bottles – “C” for conditioner, “C” for circles.

To ensure the new stripes and circles approach would work for consumers, P&G presented the newly-coded Herbal Essences bio:renew bottles to the Royal National Institute of Blind People (RNIB) in the UK for consumer testing. A follow-up focus group with visually impaired consumers overwhelmingly approved of the new inclusive bottle design.

Based on the success of the initial trial, P&G rolled out the new inclusive design across all its US range of Herbal Essences bio:renew shampoos and conditioners.

You can read the full press release here

(<https://www.domino-printing.com/en/news-and-events/2021/domino-partners-with-procter-and-gamble-on-tactile-coded-bottle-design>)

Notes to Editors:

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <https://www.pg.com> for the latest news and information about P&G and its brands. For other P&G news, visit us at <https://www.pg.com/news>.

Domino

Since 1978, Domino Printing Sciences (Domino) 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 designed to satisfy the compliance and productivity requirements of manufacturers across many sectors, including food, beverage, pharmaceutical, and industrial. The company's core technologies include innovative inkjet, laser, print and apply, and thermal transfer overprinting systems designed for the application of variable data, barcodes, and unique traceability codes onto product and packaging.

Domino employs over 2,900 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 located in China, Germany, India, Sweden, Switzerland, UK, and the USA.

Domino's continued growth is underpinned by an unrivalled commitment to product development. The company is the proud recipient of six Queen's Awards in several categories, including innovation. Domino has also been recognised with many industry awards, including the 'Supply Chain Excellence' and 'People and Skills' accolades at The Manufacturer MX Awards 2019.

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)

Issued on behalf of Domino by Neo PR Limited.

For more information, please contact:

David Mieny  
PR Account Director  
Neo PR Limited  
Tel: +44 (0) 1296 733 867  
[David@neopr.com](mailto:David@neopr.com)

Jasmin Woodward  
Marketing Campaigns Specialist  
Domino Printing Sciences  
Tel: +44 (0) 1954 782551  
[Jasmin.Woodward@domino-uk.com](mailto:Jasmin.Woodward@domino-uk.com)

Jade Taylor-Salazar  
Written Content Specialist  
Domino Printing Sciences  
Tel: +44 (0) 1954 782551  
[Jade.Taylor-Salazar@domino-uk.com](mailto:Jade.Taylor-Salazar@domino-uk.com)