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Middlestreet Graphics & Display Enhances Die-Cutting Capabilities with the Installation of a Rollem Insignia7H Die-Cutter

Based in Reynoldsburg, OH, Middlestreet Graphics & Display's team of creative experts work to design, promote, and maximize brand exposure with custom display solutions, POP signage and interior/exterior graphics to customers nationwide.

As part of Middlestreet's expansion of their finishing solutions, the firm chose Rollem's Insignia7H Die Cutter, to mark a significant addition to their die-cutting department. This new system will run alongside and support their recently acquired 29.5" KM-1e press, further boosting their capacity to produce high-quality packaging and specialty display solutions for renowned brands such as Pepsi and other Fortune 500 companies.

Middlestreet chose the Insignia Die-cutter for its unique capabilities and seamless integration with their KM-1e press. The Insignia7H will play a pivotal role in Middlestreet's production process, enhancing efficiency and output. "Our combination of innovative products and value-added services has helped create partnerships with local, regional, and national brands. Our team is excited to offer our clients expanded, high-quality products, produced in-house, with our new Insignia7H system", states Dean DeMarco, Director of Operations.

"Rollem's team provided impressive testing and demonstrations leading us to finalize our investment during the Printing United event in Las Vegas. We were all impressed with the production-built design of the Insignia, the variety of functions it performs, and importantly the very knowledgeable support and installation team. I feel Rollem is an excellent partner in the Die-Cutting space", DeMarco continued.

The Insignia7H rotary die cutter is a breakthrough in die cutting and packaging technology. This is a new class of larger format die-cutting machine, with a B2 30×24" capacity, and the ability to perform die-cutting, creasing, perforating, and embossing with automatic matrix removal. All functions are performed in one process, with just one operator, delivering high value output job after job.

For more information, contact Rollem International (800) 272-4381
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