



## Installation Report

July 29, 2025  
Anaheim, CA

For more information, contact Jenna Schmidt with Rollem International at (800) 272-4381.

### **Silvercrest Advertising of Palm Springs, CA, automates their direct mail finishing production with the installation of Rollem's TR System.**

Silvercrest Advertising in Palm Springs, CA, chose a 30" Rollem TR Finishing System, accompanied by a 24" double-head Rollaway unit, creating a fully automated, bi-directional slitting, scoring and perforation solution.

Silvercrest Advertising is a technology company and full-service print agency that delivers advanced marketing and media solutions for brands.

Given their business model's strong emphasis on technology-driven automation and marketing innovation, it was essential for Silvercrest Advertising to select finishing equipment that aligns with those values. Following a live demonstration of the system at Printing United 2024, the team decided the Rollem TR Slitting and Scoring System was a natural fit, offering the speed, efficiency, and integration capabilities needed to support their streamlined production of direct mail and promotional brochures.

The TR Finishing System delivers the highest level of automation for wide-format, high-volume output from digital and offset presses. Engineered for efficiency, it performs slitting, scoring, perforating, die-scoring, and strike-perf in a single pass, handling stocks from 50lb text to 30pt board at speeds up to 15,000 sheets per hour. This eliminates the need for extra labor and guillotine stations. Available in 24", 30", and 42" models with single or double heads, it can also be configured with a Rollaway unit for bi-directional, 4-sided finishing.

From postcards, brochures, and direct mail to folded literature, business cards, coupons, and double gate-folded pieces, the TR Finishing System handles a wide range of applications with precision. It delivers crisp scores and razor-sharp cuts, ensuring a flawless, high-quality finish that enhances every project.

For more information on the TR Finishing System and Rollem products, visit [www.rollemusa.com](http://www.rollemusa.com) or call (800) 272-4381. To contact Silvercrest Advertising, visit [www.silvercrestadvertising.com](http://www.silvercrestadvertising.com).