



Rollem Customer Spotlight

December 16, 2022

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

Art Advertising Inc. chooses the Insignia7 Die Cutter to replace their existing labor-intensive die-cutting methods.

Art Advertising Inc. located in Jonesboro, AR, has updated their die-cutting capabilities with the recent installation of the Insignia7 B2 size flexo-magnetic die-cutter from Rollem Intl. Founded in 1969, Art Advertising is an award-winning and nationally recognized powerhouse print company, boasting one of the largest and most versatile operations in the region offering a wide product range of labels, decals, displays and much more.

The AAI team recognized the challenging labor issues associated with traditional clamshell and steel rule die-cutting machines and wanted an alternative die-cutting method that would not require a dedicated, highly skilled operator, as well as additional labor. "Our other desires included faster make-readies and increased production speeds", states the owner, Stacy Gestring. "We are pleased with the ability to back-slit and die-cut at the same time and easily cut a range of materials from 2-mil polyester to 10-mil polycarbonate", Gestring continues.

Stacy concludes, "we have been pleased with the Rollem team from the original testing of our materials, to the installation of the system and the overall operation of the Insignia7".

Insignia's functions include die-cutting, kiss-cutting, perforating, creasing, and embossing. The Insignia 7 model includes a top magnetic cylinder and lower solid, hardened anvil cylinder which allows for fast make-readies, only requiring minutes to change the cutting tool between jobs. IS7 is ideal for a wide range of substrates, handling sheets sizes up to 24 x 30". Optional Insignia7H system available with a paired set up upper and lower magnetic cylinders for packaging and carton production.

Rollem's Insignia Series of Die-Cutters have been adopted by a variety of print providers across the U.S. and Internationally. With four model sizes available that complement most press sizes, each system includes the waste stripping section as well as delivery table.

For more information on Insignia Die Cutting products, visit www.rollemusa.com/diecut or call (800) 272-4381. Shown in photo is David Allen, Press Operator of Art Advertising, Inc. To contact AAI, visit www.artadvertising.com.