



Rollem Customer Spotlight

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Anaheim, CA

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

Select Impressions chooses the Insignia7H and Stackmaster for streamlined production of specialty folding cartons and business cards.

Based in Salem, OR, Select Impressions tagline is "Complete Visual Solutions", with services including, offset and digital printing, mail, and specialty work.

Recognizing the need for updated bindery solutions, Mark DeWilde heard of Rollem's Insignia sheet-fed rotary die-cutter and reached out to their Southern California facility. "Doug Sherwood, Sales Manager, listened to our needs and presented us with a private demonstration on the Insignia7H."

Rollem's Anaheim facility is the testing center for sample processing so we sent a supply of our 6-up carton sheets to be die-cut. "I was very impressed with the cut quality on the carton samples including the automatic waste stripping function of the IS7H", states Mark DeWilde, Owner of Select Impressions. "Having previously relied solely on a Heidelberg Windmill Die-Cutter and flatbed cylinder presses, the Insignia sheet-fed rotary Die-Cutter demonstrated to be much more time efficient and ideal for our high volume of assorted applications including a typical job of 6-up cartons, printed on a 19x25" sheet with runs of between 50K and 75K. The die-cut samples ran great, and we added the 'Stack Master' delivery section which is ideal for efficient handling of our volume of business cards (see photo)" continued DeWilde. The Insignia design is flexible and offers a shingle conveyor delivery option for presentation folders and folding carton work.

The dual magnetic cylinders of the Insignia7H offers hybrid die options capable of embossing/debossing, die-cutting, kiss-cutting, scoring, and perforating in a single pass. A dual magnetic "H" model utilizes two flexible dies running as 'male/female' paired setup to channel score or emboss substrates, or cut from the underside. A dual magnetic Insignia system can accept a single upper cutting die while utilizing a lower solid "blanket" or "jacket" die on the bottom magnetic cylinder to act as the cutting surface when strictly cutting a substrate. These dies allow for zero make-ready when producing products such as Select Impressions' folding cartons.

The Insignia Series of Die Cutters include die-cutting, kiss-cutting, embossing, perforating, scoring, creasing, and hole punching as standard with any Insignia model and can run in-line with Rollem's folding/gluing unit. The Insignia7H model (sheet size 30x24") cuts up to 24 pt. thickness and utilizes dies that are produced at tolerances of less than 0.001"/0.02mm. Insignia die cutters are proudly made in the U.S.A. They are sold direct from Rollem International and supported regionally by our qualified technicians.

For more information on Insignia Die Cutting products, visit www.rollemusa.com/diecut or call (800) 272-4381. For information on Select Impressions, contact (503)304-3525 or visit www.selectimpressions.com. Shown in photo is Bill Brandt, Operator at Select Impressions.