



# Stafford

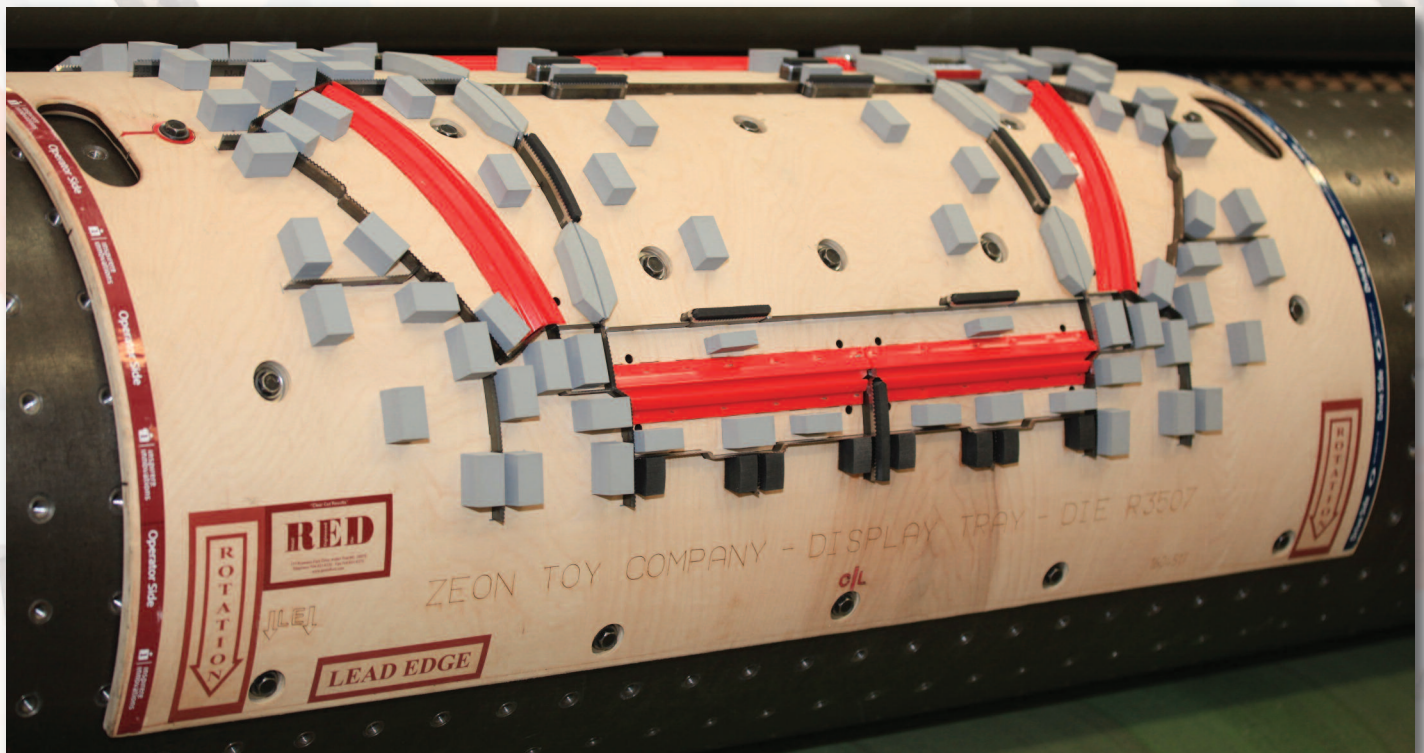
## CUTTING DIES

### “CLEAR CUT RESULTS”

# RED

Retail Engineered Die

## SPECIFICALLY ENGINEERED FOR THE RETAIL MARKET



RED is an acronym for “Retail Engineered Die”. The RED die is available in 66” rotary format and as the name implies, is engineered specifically for the retail market. The retail market normally is display type work yet could include other items similar in nature.

This market segment is commonly low volume run items with a greater need for emphasis on the appearance of the finished diecut product versus the durability of the cutting die; thus, enhanced knifing techniques are used to yield more aesthetically pleasing diecut items.

Since retail market diecuts items are not usually converted on high speed presses, you can enlarge the scrap size due

to the increased time for scrap to separate from the product. Normal scrap size for RED dies is 4” x 4 ½” with a maximum 4 ½” x 5” size. Maximum trim size is 6” through and 7” across the press.

With eliminating the need for items such as Lead Edge Guards, BridgeSavers, TopMatrix Rubber, TrimSaver, Impression Counters and using slightly larger scrap sizes, we can genuinely reduce the overall cost while still providing the significant value you need.

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