

A once time-consuming task made simple.

Previously, an operator was required to load and unload each piece of media when using steel rule die cutting, but now they simply place a stack of media in the feeder for the RD-4055DMC, place the appropriate die in the machine, and press start. At right, Enieda Albarran, Production Technician, operates the RD-4055DMC at ACP International.



ACP International, Arlington, Texas

Clean Cut: The Standard Horizon RD-4055DMC Rotary Die Cutter Makes Routine Signs Special.



Significantly increases productivity, and delivers consistent high quality.



Joe Nussbaum, Owner

ACP International makes tags, decals, labels, and signs for utility companies, municipal governments, pipeline companies or any other organization that is required to identify buried and overhead cables. While these might sound like commonplace applications, ACP International has been producing them since 1986, and the company takes great pride in making these signs, labels, and decals as clean

and good-looking as possible.

"We traditionally used steel rule die cutting in production of our products made from thin-gauge plastic," explains owner Joe Nussbaum. "You could think of it as kind of a cookie cutter approach to die cutting these shapes. It's effective, but somewhat labor intensive since an operator has to move the material into and out of the machine."

About two years ago, Nussbaum's local dealer, Cobblestone Graphic Equipment Co., introduced him to the Standard Horizon RD-4055DMC Rotary Die Cutter. The RD-4055DMC has dual magnetic cylinders that simultaneously die-cut and crease/score short-run product from both sides of the sheet. It can also perforate, slit, hole punch, and round corner in one process for digital and offset printed sheets, and it can separate waste in the same pass to reduce costly labor steps.

"Our requirements are a bit unique," Nussbaum adds, "not only with respect to the materials we use, but also the shapes we have to cut. The folks at Cobblestone and Standard Finishing worked with us to determine the best settings for us to use and did a great job of training our people."

Nussbaum explains that cable tags are one of the main products now being produced on the RD-4055DMC. "These are tags that identify a cable, typically a little smaller than a credit

card with holes and rounded corners.

Sometimes they can be a unique shape, but typically they are oval. Installers use zip ties through the tag holes to affix them to the appropriate cable." Other products include reflective letters and numbers used for codes that are placed on telephone equipment or electrical transformers so they can be identified in low light conditions.



For Nussbaum, the beauty of the new die cutter is twofold. "We significantly improved our productivity, and the quality is much more consistent. Cable tags don't have to be the most beautiful things in the world, but it feels good to have a really good clean-cut product."

"The RD-4055DMC is so reliable and easy to use. It's made a huge difference in our operation."

Previously, an operator was required to load and unload each piece of media when using steel rule die cutting, but now they simply place a stack of media in the feeder for the RD-4055DMC, place the appropriate die in the machine, press start and walk away to perform other, more productive tasks. "The quality is great," Nussbaum says, "but what really sold me is the automatic loading and unloading of the media. I may be dating myself, but it kind of reminds me of the old Ditto or Gestetner machines, where you make the master, mount it on a cylinder, and it just prints a bunch of copies. The RD-4055DMC is so reliable and easy to use. It's made a huge difference in our operation."

Nussbaum has been able to transfer most of his thin-gauge plastic applications to the RD-4055DMC, and he still has more capacity available. "This die cutter may not be able to do everything steel rule can, but what it does do, it does much better," he concludes. "When I get close to capacity on this machine, I would buy another in a minute!"