



Installation Report
January 2020

Rollem Announces Insignia Die-Cutter Installations

Corefact installed an Insignia7 Die Cutter to increase production on their variable data direct mail. Based in Hayward, CA, Corefact is a full service marketing service provider for the real-estate and mortgage industries. The Insignia7 Die Cutter was installed to increase production of their highly personalized direct mail marketing program. Their variable data printing from the HP 10000 press is then converted and die cut on the IS7 die cutter from Rollem. With a sheet size of 30x24" and speeds up to 4,000 sph the IS7 adds value to Corefact's postcard production.

Rapid Color Printing & Mailing in Las Vegas, NV received installation of the Rollem Insignia6 Die Cutter. Rapid Color is a digital printing company that has been providing high-quality print service to the Las Vegas region for over 30 years.

Gift card carriers are just one of the applications that led Rapid Color to choose the Insignia6. This system is ideal for finishing multiple up carriers on a sheet including die-cutting, perforating, creasing and hole removal. Insignia's air system removes the 'sombbrero' required for hanging the carriers in retail stores. The 20x20" sheet size maximizes imposition to allow for up to 16 carriers per sheet.

The 20x20" sheet size enables maximum utilization of sheet imposition with the ability to feed sheets either portrait or landscape into the die cutter. The Insignia6 can handle stock weights up to 24pt thicknesses which allows for a variety of packaging and promotional products to be produced. The IS6 performs die cutting, kiss-cutting, embossing, perforating, scoring and cut-scoring on a range of papers, plastics, magnetic material, PVC, styrene and polypropylenes.

The Lynx Group, Inc. located in Salem, OR on their Insignia6 sheet-fed Die Cutter.

Today, more than ever, print buyers are looking for a single solution to their many printing needs. The Lynx Group is a single source provider for printing, binding, assembly, mailing, and distribution.

Per Scott Rowland of the Lynx Group, “The Insignia machine has been so amazing for our requirements including educational cards, children’s game and more. Before the Insignia the finishing process involved separate cutting and round cornering machines. The Insignia is capable of converting the cards in one process which has sped up our process, improved the quality and increased our profits”. Insignia systems include a waste removal or stripping unit to remove the matrix and deliver the finished products on to a shingle conveyor or a receding bin stacker.

Exalt Printing Solutions in Carrollton, TX recently received installation on their Insignia6 Die Cutter. Exalt provides managed print and marketing solutions to a wide range of industries, offering a full range of print, promotion, fulfillment and logistics services. The Insignia6 is being utilized for various die cut applications including pocket folders, door hangers, postcards and more.

The 20x20” sheet size enables maximum utilization of sheet imposition with the ability to feed sheets either portrait or landscape into the die cutter. Functions include die-cutting, kiss-cutting, embossing, perforating, scoring, creasing, and hole punching, as with all Insignia models.

For more information on Insignia Die Cutting products, visit www.rollemusa.com/diecut or call (800) 272-4381 x 11