STEEL RULE DIES

**ProFoRM Die**
- Attributes: Economical wood die base coated with environmentally-tested certified UV coating
- Stability of die base results in faster make-ready
- High return on investment for single runs
- Applications: Creasing projects that use steel counterplates
- Cutting environments with varying temperature and humidity
- Low repeatability

**Rayform Die**
- Attributes: Dense substrate
- Heat tolerant to 300º
- Suitable for multiple reknifes
- More stable than wood die bases
- Applications: Repeat projects
- In-line Braile or embossing
- Projects that use steel counterplates

**Wood Die**
- Attributes: Available in MDF, Birch, Maple or Duraply
- Most universal die
- Fast speed to market
- Recyclable
- Applications: General performance all-purpose die
- Frequent design changes
- Die shop friendly

**Gamma Die**
- Attributes: Lightweight, ergonomically-friendly die
- High stability
- Sealed substrate resists damage
- Applications: Repeat projects
- Multiple reknife
- Use with steel counterplates
- SQF-compatible

**12 mm Plexiglass Die**
- Attributes: Transparent acrylic substrate
- Designed to float for kisscutting
- Clear for visual alignment to part
- Applications: Medical products
- Clean room applications

**NeverDie Die®**
- Attributes: Longest life die
- Maximum number of reknifes
- High stability
- Applications: High volume production
- Long runs
- Standard design projects such as beverage and tobacco packaging
COUNTERPLATES

**PHENOLIC COUNTERPLATE**

**Attributes**
- Flexible and rigid options
- Highly economical
- Easily attached using pressure sensitive adhesive

**Applications**
- Short run projects
- Most commonly used tool for creasing
- Can be remounted for additional runs

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**Steel COUNTERPLATE**

**Attributes**
- Creates consistent scoring
- Available etched or milled
- Increases press speeds
- Eliminates marking on carton print surface

**Applications**
- Ideal for high speed, long runs and repeat projects
- Projects with creasing or scoring
- Web and sheet fed applications

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**Steel Grade Options**

<table>
<thead>
<tr>
<th>Type of Material</th>
<th>Thickness</th>
<th>Hardness</th>
<th>Process</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>1MM Bobst Soft Thin Plate</td>
<td>1mm</td>
<td>Not rated on the C Scale (185 HV)</td>
<td>Milled</td>
<td>Short Run</td>
</tr>
<tr>
<td>1MM Bobst Medium Hard Thin Plate</td>
<td>1mm</td>
<td>35 HRC (340 HV)</td>
<td>Etched Milled</td>
<td>Repeat Run High Run</td>
</tr>
<tr>
<td>5/8” Bobst Medium Hard Plate</td>
<td>1.5mm (.060”)</td>
<td>35 HRC</td>
<td>Etched Milled</td>
<td>Short Run</td>
</tr>
<tr>
<td>Bobst Full Hard Plate</td>
<td>1.5mm (.060”)</td>
<td>40-45 HRC</td>
<td>Etched Milled Lasercut Perimeter</td>
<td>Repeat Run High Run</td>
</tr>
<tr>
<td>301 SS</td>
<td>1.5mm (.060”)</td>
<td>48-53 HRC</td>
<td>Etched Milled Lasercut Perimeter</td>
<td>Repeat Run High Run</td>
</tr>
<tr>
<td>420 SS</td>
<td>1mm (.040”)</td>
<td>Various up to 125</td>
<td>Etched Milled Lasercut Perimeter</td>
<td>Repeat Run High Run</td>
</tr>
</tbody>
</table>

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**Etched Counter** - Chemically etched channels have a beveled edge at the top and a rounded channel bottom.

**Milled Counter** - A milled steel counterplate has square edges at both the top and bottom.

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Check with your Atlas Sales Professional for the availability of additional steel options.
**Conventional Stripper**
- Wood and steel pin construction
- Coated wood aids in sheet movement
- Easily assembled and repaired if damaged

**Applications**
- Most widely used stripping tool
- Lowest cost tool with functional usage

**Pro-Strip**
- Utilizes crown pin technology
- Increases press speeds
- Fully automated for accurate pin placement

**Applications**
- Excellent for stripping complex areas and gullets
- Small scrap areas

**Marba Strip**
- Utilizes claw technology
- Eliminates most bottom pins
- Fast lock-up
- Reduces make-ready times
- Prevents scrap bounce back

**Applications**
- Small scrap areas
- Narrow or hairpin slot areas

**AutoPerfect Pin Registration**
- Lightweight aluminum construction
- Waterjet produced for tight tolerances
- Eliminates need to set individual bottom pins

**Applications**
- Long running or frequently repeated applications
- Layouts that require setting bottom pins
**Blanking Tools**

**Angle Lock Blanker**
- Attributes: Angle brackets prevent frame misalignment, Universal parts, Aids in fast changeover, Requires no additional set up, Can reuse frames and joggers on new layouts
- Applications: Long runs, Jobs that require hand-blanking offpress

**Pro-Blank**
- Attributes: Easily removable inner grid, Adjustable side plates, Reusable frame and inner grid
- Applications: Long runs of repeat projects, Single or double knife layout designs

**Flat-Top Blanker**
- Attributes: Laser-cut board, Reusable on universal frame, Most economical blanker option
- Applications: Layouts with large waste areas, Double knife layout designs, Intricate or odd-shaped scrap areas

**Full Steel Blanker**
- Attributes: Durable construction, Longest lasting blanker
- Applications: Single knife and double knife layouts, Standard designs with long runs, Layouts that require heavy pressure to blank

**Upper Foam Blanker**
- Attributes: Waterjet cut to match carton perimeter, Easily assembled and repaired if damaged, Designed to any layout type
- Applications: Single knife and double knife layouts, One-run applications

**Diagram: Blanker System**
- Blanking: Upper and Lower Blanker
- Stripping: Upper and Lower Stripper and AutoPerfect Pin Unit
- Cutting: Die and Counter
**SPECIALTY TOOLS**

**IN-LINE BRAILLE**
- **Attributes**:
  - Minimal make-ready
  - Universal reusable female plate
  - Easily aligned
  - Produces most readable designs
- **Applications**:
  - Pharmaceutical industry
  - Domestic, European and international Braille

**EAGLE DIE STEEL RULE DIE INSERT**
- **Attributes**:
  - Seamless cutting knife inserted into steel rule die
  - Can be run on a variety of presses
  - Easy to mount and register
  - Tight tolerances
- **Applications**:
  - Intricate cutting
  - Glue assist
  - Zippered openings

**REVERSE CREASE AND CUTSCORE**
- **Attributes**:
  - Consistent height through chem-etch finish process
  - One-pass two-sided cutting
  - Can be used with phenolic or steel counterplates
- **Applications**:
  - Half-cut opening features for resealable carton
  - Flaps that must fold against a carton
  - Cartons that must remain completely sealed

**IN-LINE EMBoss**
- **Attributes**:
  - Eliminates need for double pass through press
  - Multiple alignment registration options available
  - Adjust up to 1/16" in all directions
  - Embossing within 1/8" of carton crease fold
- **Applications**:
  - Embossed letters, numbers or images
  - Deboss and emboss designs
  - Textured packaging to enhance consumer experience

**OPENING FEATURES**
- **Attributes**:
  - Reduces make-ready times
  - Die life equal to steel rule
  - Easy replacement of damaged knife edge
  - Eliminates paper dust over steel rule
- **Applications**:
  - Detailed opening features
  - Use where steel rule is not the best solution
  - SQF-Compliant

**PRO EASYSET EMBossING TOOL**
- **Attributes**:
  - Reduces make ready upwards of 53%
  - Plexiglass fixture aids with registration
  - Adjustable die block allows for easy adjustment
  - Micrometer alignment allows for movement in .001" increments
- **Applications**:
  - Embossing for steel rule dies
  - Projects that have long make-ready times
  - Multiple emboss images on multi layout
EAGLE DIE

A NEW DIECUTTING EXPERIENCE ON PLATTEN PRESSES

The Eagle Die is a flat seamless die that creates cuts beyond the capabilities of steel rule and rotary dies. The innovative Eagle Die can be built to cut virtually any shape.

ATTRIBUTES
- Chemically etched and machine sharpened
- File to die tolerance of +/- .001”
- No rule joints
- Can be used on most platen cutting presses

DETALLLED CUTS WITH EAGLE DIE

Stand alone Eagle Die on Rayform or Aluminum Base

DETALLLED CUTS WITH EAGLE DIE INSERT

Eagle Die inserted into Steel Rule Die

FOLDING CARTON

Eagle Die offers Carton Converters tight tolerances on a repeatable die cut

EAGLE DIE ON PLEXIGLASS BASE

Ideal for Medical Device and Pharmaceutical Applications
**Flexible Dies**

**Attributes**
- Chemically etched
- Available in a variety of coating options
- Die height tolerance of +/- .0002"
- Available in lengths over 40"

**Applications**
- Labels and stickers
- Lottery tickets
- Medical Products
- Forms

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**Rotocut**

**Attributes**
- Crush cut die system
- Mount on magnetic cylinders
- Easy to install and use
- Yields a flat undistorted blank
- Can achieve maximum press speeds

**Applications**
- Can be used in combination with Rotoplate
- Recommended for narrow web systems

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**Rotoplate**

**Attributes**
- Utilizes “burst” cutting with male/female set
- Mount on magnetic cylinders
- Combines rotary pressure with hardened steel plates
- Can achieve maximum press speeds
- Available in widths up to 60"

**Applications**
- Long die life and consistent cut quality
- Paperboards up to .030” thick
- Medium to wide web systems

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**Narrow Web Crush Cut Dies**

**Attributes**
- Full hardened
- In-house deep cryogenic treatment
- Able to resharp
- Web width up to 40"

**Applications**
- High bond materials like tapes or bandages
- Gaskets
- Thick foams
- Automotive

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**RP® Dies**

**Attributes**
- Longest die life with strong durability
- “Shear” type cut increases cut cleanliness
- Lowest CPM on most high volumes

**Applications**
- General folding cartons
- Liquid packaging
- High density materials
- Web width up to 110"

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**Crush Cut Dies**

**Attributes**
- Solid steel dies
- Can be reshARPened numerous times
- Partially or fully segmented

**Applications**
- High speed continuous web
- Folding cartons
- Medical products
- Printed circuits
WE GO BEYOND THE CUT.

Looking for increased press speeds or process efficiency? Partnering with Atlas Die gives you access to a team of experts with decades of experience in the die cutting and converting industries. The Atlas Institute team is dedicated to your success through on-site support services and on-press training for all aspects of die cutting.

- Make Ready Training
- Pre-Make Ready
- Press Upgrades
- Press Leveling
- High-Speed Stripping and Blanking
- Embossing Set Up
- Process Reviews
- New Technology Reviews
- Post Press

Want to see what the Atlas Institute team can do for you? Give us a call today to schedule an on-site visit.

The Atlas Institute team. One more way Atlas Die is KEEPING YOU SHARP.
ORDERING GUIDES

STEEL RULE DIES
1. On what kind of press or equipment will the die run?
2. What type of substrate will be used? What is the substrate thickness in pointage?
3. What is the targeted number of runs for your die? Is reknifing required?
4. What is the planned number of impressions or the length of each run?
5. How many positions are in the layout?
6. Is a one-up available?
7. Is it a combination die layout?
8. Does the project involve blanking and/or stripping?
9. Are there special features in the application such as windows, embossing or braille?

ROTARY DIES
1. On what kind of press or equipment will the die run?
2. Is the drawing or CAD layout printed view or die view?
3. What kind of material will you be running and how thick is it? (i.e. type of stock; face and liner thickness, etc.)
4. How do you mount your dies to your press? (i.e. magnetic cylinder, Cito System, Quoins, furniture, screw with T-nuts, etc.)
5. What is the magnetic cylinder size if applicable? (repeat, gap, face width)
6. What does the die cut to? (i.e. liner/kiss-cutting, mid-liner/Piggy Back, back liner/Piggy Back, metal-to-metal/thru cut, back cut to face)
7. What is the TPI for perforation if applicable? (i.e. cut size and tie size, microperf size)
8. Do you require any surface treatment on the die? (i.e. 801-B, PTFE, Chrome, hard coat)
9. If known, what die height is requested?