

# DieLines

Automation and Technology newsletter for the Diemaking and Diecutting industry

Adams Technologies, Inc. • 6395 Gunpark Drive, Suite G, Boulder, CO 80301 • 303-798-7110 • <http://www.adamstech.com>

## Another Great Odyssey

The IADD / FSEA Odyssey trade show and conference continues to be the only trade show and conference specifically designed to meet the needs of the diecutting and diemaking industries. This year's event was held in May in Milwaukee. The 2007 Odyssey experienced phenomenal growth over the 2005 event. Attendance was over 25% higher, the booth space was over 17% higher, and we had visitors from 22 countries. An event like this is a major task for the associations. About 216 tons of equipment and exhibits were moved into the Midwest Airline Center in Milwaukee for the booths as well as the Techshop™. Focusing on the wide variety of materials being diecut, foil stamped and embossed throughout the industry today, the creative educational sessions go beyond mere theory and the talking heads seen at other seminars. Participants experience a fully operational diemaking, diecutting, foil stamping and embossing working production facility, watching show-and-tell clinics enhanced by real-time demonstrations using the latest high-tech equipment. Odyssey 2007 continued the journey begun in the previous three Odysseys. As for Adams Technologies, we had the largest booth space at the event, and the only automated processor / benders in the Techshop™. Most of the equipment we brought to Odyssey was sold. The SDS EasyBender X2-430 flat rule processor / bender, and the SDS EasyBender Rotary XR-400 curved rule processor / bender featured in the Techshop™ were sold to Alexander Dies, Inc. in Louisville, KY. As a result of Odyssey, and the months leading up to the show, Adams Technologies is on track for a record-breaking year!



## Firstborn

In many traditional cultures, the firstborn enjoys many advantages, including inheritance, respect, and social position. In the case of the SDS EasyCutter, this is not true. EasyCutter was the first product invented by Brian Song, and yet its more glamorous younger sibling, the EasyBender, has overshadowed this often-overlooked powerhouse. This is understandable, given the EasyBender's phenomenal success (Over 450 EasyBenders sold in North America alone). However, EasyCutter deserves a tremendous amount of respect. And we are seeing more diemakers buying this remarkable machine. EasyCutter is the world's first automatic steel rule processor that used a bending mark to locate bends. EasyCutter notches, cuts the rule to precise length, (either with a perfect straight cut or a miter) and marks the bend locations with our patented compact tooling module. No matter what type of diemaking you do, whether it's 2 point, 3 point, or 4 point, EasyCutter is unsurpassed in speed and versatility. Flat diemakers buy this unit to process all the straight sections of cutting rule that do not need to be bent, as well as all the crease rule in the die. Corrugated diemakers are buying this remarkable machine to automate the processing of all their straight three and four point rule for flat and rotary dies. EasyCutter is fast! It cuts 30 pieces of 4" crease with two notches in less than two minutes. EasyCutter is versatile! The Quick-change tooling allows you to process various rule heights and bevel angles. EasyCutter is Accurate! Overall length, notch, and bend locations are accurate to within .05mm. EasyCutter is Reliable! It is designed for relentless productivity with minimum maintenance. Contact us today to see what EasyCutter can do for you!

**DREC tour  
2007!  
See inside  
for details**

## Adams Technologies and Lasercut announce new laser systems

According to Larson Associates, there are approximately 1800 diemaking facilities in the US. Of these operations, more than 90% have CAD systems. Perhaps 150 of these facilities, (less than 10%), have their own lasers. Laser dies offer significant advantages over jig dies, such as higher accuracy and repeatability.

Because of these advantages, many jig diemaking operations (both in-house and commercial) are looking into options for producing laser dies. These options are, buying a new laser, buying a used laser, or buying burned boards from a laser diemaker.

For the novice laser buyer, all these options have traditionally been less than ideal. New lasers were extremely expensive, used lasers could be a maintenance nightmare, and buying burned boards caused a loss of control and increased production time.

The industry has long needed an entry-level laser, one that is lower cost, easy to learn and use, and less maintenance intensive. The buyer should be able to drop this product on the floor and immediately be productive and profitable burning in-house boards. It would be even better if the system were **scalable!** And now, such a product is available:

### The Lasercut WL series lasers

offer the laser buyer many advantages:

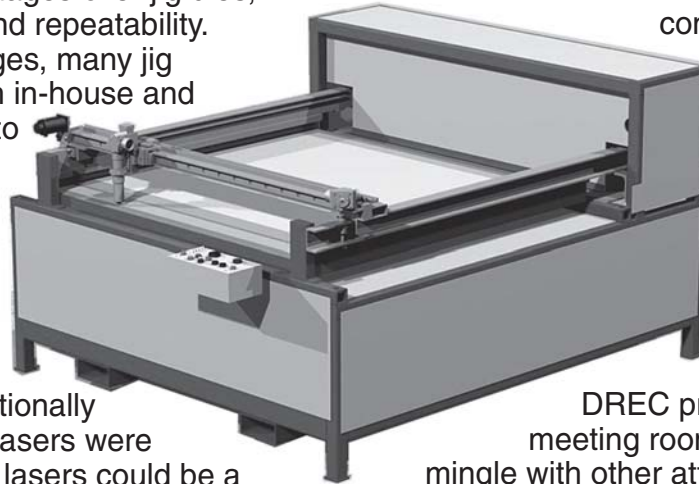
**Significantly lower cost with higher productivity than other available systems**

**True "DIEBOARD" systems with precise kerf control due to a constant beam length**

**Most models are field-upgradeable - start with 500 watts and upgrade as necessary**

**Small footprint - A 48" X 96" unit fits through a 72" double door**

**Class 1 laser enclosure option! Most cutting lasers are class 4 (requiring eye protection)**



## Drec Fall 2007 Tour!

Adams Technologies will once again be participating in the DREC 2007 Fall tour. DREC is a non-profit organization of suppliers dedicated to Success through Education, Technology, and Teamwork. DREC sponsors free seminars for Diecutters and Diemakers through interactive seminar sessions, and a comprehensive trade show. The

sponsors offer the latest products and expertise to keep you up to date on methods and techniques to keep you more competitive and knowledgeable. The featured speakers present informative insights and ideas on improving your production and end product.

DREC presents our seminars in hotel meeting rooms. After registration you can mingle with other attendees and visit the exhibits while enjoying a cup of coffee and danish.

Midmorning we have our first seminar. After the seminar you can visit the exhibits until the complimentary lunch begins. After lunch we present another seminar on a different topic.

After the seminar we have a drawing for all attendees and present \$100 to the lucky winner.

The seminars are interactive; we encourage questions. You can even bring samples of particularly troublesome projects. Our speakers this tour are Clint Medlock, president of Stafford Cutting Dies, and past president of the IADD, and Kevin Carey, who has been involved in converting, diecutting, diemaking and related technology for more than 40 years.

**Free** to Diemakers & Diecutters

You can register by:

- filling out the form provided on the facing page and faxing it to 203-397-0020,
- by calling us at 303-798-7110,
- by calling toll free 877-227-7528,
- or by registering on-line at <http://www.drec.org>.

**If you register online, please mention that you were invited by Adams Technologies. Don't miss this must-see industry event!**

**World Lasers** LASERCUT, INC.  
El. En. Group

Fall  
2007  
Tour

**DREC**

# Registration Form

Fall 2007  
Tour

Remember , the simplest & fastest method  
is to register on-line at [www.drec.org](http://www.drec.org)

***I will be attending  
the following...***



Tuesday  
October 30th  
Hilton Kansas City  
Airport 8801 NW  
112th St  
Kansas City, MO  
64153  
Hotel Phone  
1-816-891-8900



Friday  
November 2nd  
Holiday Inn Denver  
International Airport  
15500 East 40th Ave.  
Denver, CO 80239  
Hotel Phone  
1-303-375-1808



Monday  
November 5th  
Radisson Downtown  
Salt Lake City  
215 West South  
Temple  
Salt Lake City,  
UT 84101  
Hotel Phone  
1-801-531-7500

## Company Information

Register on-line @ [www.drec.org](http://www.drec.org)

Company			
Address			
City	Email	State	Zip
Phone		Fax	
My Company does....			
<input type="checkbox"/> Diecutting	<input type="checkbox"/> Diemaking	<input type="checkbox"/> Supplier	<input type="checkbox"/> Other (Specify)

Register on-line @ [www.drec.org](http://www.drec.org)

## Attendee Information

1	Name	Position
	Email	
2	Name	Position
	Email	
3	Name	Position
	Email	
4	Name	Position
	Email	
5	Name	Position
	Email	

Register on-line @ [www.drec.org](http://www.drec.org)

### Exposition Hours

08:00 - The Show Opens  
10:00 - Technical Seminars  
12:00 - Complimentary Lunch  
01:30 - Technical Seminars  
03:30 - \$100.00 Prize Drawing!

Note: DREC is free to all diemakers and diecutters. Suppliers to the industry, other than the exhibiting companies, are required to pay a registration fee of \$499.00 per person per day. All suppliers must be pre-registered and are not eligible for the cash-prize drawing.

I was  
invited  
by...



**Adams Technologies**  
Adams Technologies Inc.

Remember , the simplest & fastest method is to register on-line at [www.drec.org](http://www.drec.org) For more information call 1-877-227-7528 & you can Fax your Registration Information to 1-203-397-0020

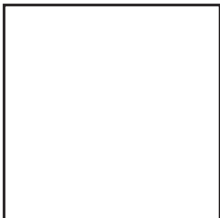
# New low-cost EasySampler

From the manufacturers of the award-winning EasyBender, The SDS EasySampler is a full-featured samplemaker at a reasonable price. Available with tools for flatbed plotting, folding carton and corrugated samplemaking, and even drilling for manual jigsawing. With a precision control system and movement, as well as a robust structural design, this machine is capable of producing samples and short-run production of packaging, gaskets, and other materials that are typically diecut. With an addressable resolution of .055mm, the accuracy is comparable to samplemakers that sell for double the price!



# EasySampler

*Changing the way the World makes dies*



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