

## Busch High Die Cutters - Since 1949

Busch has been manufacturing Post-Press equipment, in Hamburg, Germany, for over 40-years. In addition to High Die Cutting equipment Busch produces Pile Turners, Banders and Waste Conveyors.

Our Busch High Die Cutters (Ram Punches) come in three series - A, B & C - with size format capabilities ranging from less than 1" x 1" up to 14" x 16". With three levels of automation for each size format, our High Die Cutters can Die Cut up to three-quarters of a million pieces per hour.

In addition to paper labels and in mould labels (IMLs), organizations utilize our Busch equipment for the production of plastic gift cards, hotel key cards, health care I.D.s, gym membership cards, and other membership loyalty programs.

## Model B for Plastic Cards

Most plastic cards measure 2 1/8" x 3 3/8", which makes them a common size for our Busch A Series machines. However, when it comes to punching plastic substrates the more critical factor to take into account is the High Die Cutter's cutting pressure, or "punching power". Our B Series machines are more than double the cutting pressure of our A series models:

Model	Size	Cutting Pressure
A + P	7" x 7"	5,500 lbs
B + P	9" x 9"	12,000 lbs

In combination with a good sharp die, 4-sided round cornering of plastic products is easily achievable on our B+P model.

## Why is the 4<sup>th</sup> Corner "Chipped"?

Have you ever checked into a hotel and received a room key card where one of the four corners is cut at a diagonal instead of being rounded? This is because the machine it was produced on didn't have enough cutting tonnage, nor did it have an optional counter pressure device. If the manufacturer tried to round the fourth corner in one pass it would crack the card.

On a Busch B+P model you will be able to high Die Cut plastic cards with all four sides round cornered, have no cracks and not require additional investment in a counter pressure device. Improving output and saving you money: that's the Best Graphics way!

## Counter Pressure Reduces Yield

On competitive machines the Counter Pressure device is a "fixed" option; you cannot (a). remove it when not needed nor (b). buy it at a later date. In the world of manufacturing equipment this is known as the "one shot" window ... you either buy now, or regret not purchasing the option later. Busch's German engineers have taken a different approach:

- Our Counter Pressure devices are removable
- Our Counter Pressure devices can be purchased as a separate machine transaction at any point in the future.

Remember, when a Counter Pressure module is affixed to a High Die Cutter - any manufacturer's High Die Cutter - the cycle speed is reduced by 50%. Why? Because the product does not pass through the die to the delivery, but rather is punched and returned to the operator infeed area for removal... Knowing when to use and when you avoid a Counter Pressure device is vital!

## Speeds of 0.50 - 0.55mm Cards

Cards that are .50 - .55mm in thickness are a bit thinner and more flexible. A good example is a pharmaceutical drug or healthcare card. While the B+P's infeed can handle 6.7", a fair estimate is that an operator can grab and feed about 3" worth of product - or 150 cards - at once. On a B+P we've calculated at 10 punches per minute or about 75% of the machine's max. cycle speed. On a BL model we've calculated at 13 punches per minute or just less than 75% of the machine's maximum speed:

Model	Max. Cycle	Real Cycle	# of Cards
B + P	13/Minute	10/Minute	150
BL	18/Minute	13/Minute	150

We estimate operators can punch between 90,000 - 115,000 pieces per hour, or 720,000 - 920,000 cards per 8-hour shift.

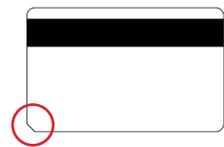
## Speeds of 0.80 - 0.85mm Cards

Cards that measure .80 - .85mm in thickness are slightly more rigid; think hotel key cards and gift cards. If an operator loads about 3" worth of product at once they will finish about 90 cards per punch. On a B+P we've continued to calculate at 10 punches per minute, or 75% of the machine's maximum cycle speed; on a BL, 13/minute:

Model	Max. Cycle	Real Cycle	# of Cards
B + P	13/Minute	10/Minute	92
BL	18/Minute	13/Minute	92

We estimate operators can punch between 55,000 - 71,750 pieces per hour, or 441,000 - 574,000 cards per 8-hour shift.

To date, Busch has sold over 2,000 High Die Cutters spanning 180 countries. We'd love to sell you one, too!



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**MORE INFO**