

Save Installation Time with Kiss Cutting

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Die Cutting vs. Kiss Cutting

Does the difficulty of carefully inserting your fingernail behind an adhesive liner sound all too familiar to you? Well then you might be a perfect candidate to evaluate a kiss cut solution!

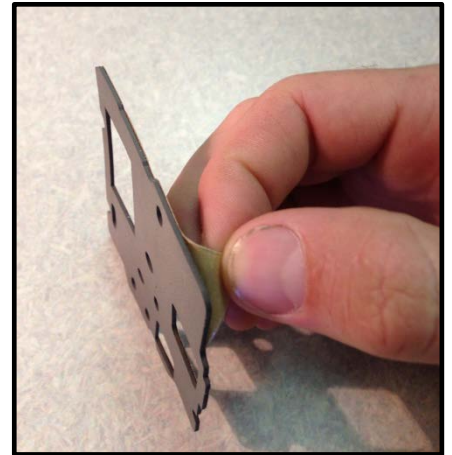
What's the difference?

Die cutting is a process of using a punch press and steel ruled die to cut sheet or roll stock into a prescribed shape or size. The sheet or roll stock is placed on a cutting board then compressed with a punch press. The knife edge blades in the steel ruled die produce a clean and precise cut. Die cut parts are completely cut through the material, adhesive and release liner. Die cut parts are packed in a manner referred to as "bag and tag", where many cut parts will be placed in a common bag for shipping and presentation to the end production line.

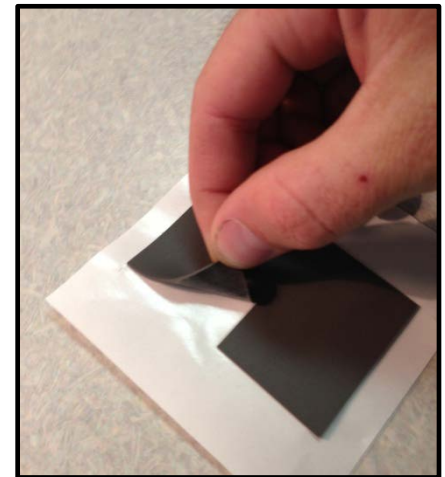
Kiss Cutting is a similar process which uses a punch press and steel ruled die. However, rather than cutting all the way through the material, adhesive, and liner, kiss cutting is a form of cutting where controlled pressure is applied to make an impression in the "peel-off" portion of the material, but not through the adhesive liner. This enables the die cutter to locate several parts on one common liner. A good example of kiss cutting can be found in printer labels, where you have several labels on one sheet of paper.

When a part is kiss cut and presented on a common liner, it makes the removal from the liner much quicker than a die cut part. Rather than carefully inserting your fingernail between the liner and the material, the operator can simply flex the liner exposing a corner of the material to be removed. Especially when working with small die cut parts, this can save a lot of production installation time.

MAST Technologies is one of the few manufacturers that can provide all sheet and roll products in kiss cut format. Contact an Applications Engineer at sales@masttechnologies.com to discuss you how you might be able to save installation time with a kiss cut solution from MAST Technologies.



Operator using fingernail to remove liner from a die cut part



Operator removing a kiss cut part from a common liner