



# JAPS-OLSON COMPANY

## Japs-Olson Company Enhances their Press Line with Portable Die Cutting Equipment, Plow Tower

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**Minneapolis – Japs-Olson Company** has expanded its on-press, in-line finishing capabilities with the addition of two portable die cutters and a fifth plow station on its full web press.

The portable die cutters produce a variety of unique, high impact products including envelope windows, customized cut outs for direct mail pieces, and precision ‘kiss cuts’ for pressure sensitive labels.

The five plow towers can be used in tandem to produce more sophisticated product formats that include slitting, inline perforating and high speed spot gluing.

“Our clients are looking for unique and unusual formats that will increase response rates or reduce costs,” said Japs-Olson CEO Mike Beddor. “We have responded by installing more sophisticated and versatile equipment.

“With our die-cutting enhancements we are able to provide our clients with discount or membership cards in a generic or personalized format. The additional plow for folding allows clients to create new formats so their message stands out in the marketplace.”

The additions to the company’s die cutting systems were installed in late 2008 and became fully operational during the first quarter of 2009.

### About Japs-Olson Company

Japs-Olson Company, founded in 1907, has been at the forefront of the commercial printing and direct mail production industry for over 100 years. Based in Minneapolis, it is one of the 10 largest commercial printing and direct mail production firms in the country thanks to its highly skilled work force and ongoing investment in equipment and technology. Japs-Olson is a charter member of the PIM Great Printer Environmental Initiative and holds the Forest Stewardship Council (FSC) Certification. For more information, visit the web site at [www.japsolson.com](http://www.japsolson.com) or call **800-548-2897**.

