

## How Die Costs Are Calculated

Even though there have been several advancements in die cutting technology for pressure sensitive labels (i.e. flexible dies, laser die cutters and digital die cutters) the majority of labels are still produced and die cut with rotary tooling.

There are four components that have the most significant impact on the cost of dies:

- The wider the die the more it will cost. A die for a 13" wide press will cost more than a die for a 10" wide press, which in turn will cost more than a die for a 7" wide press.
- The larger the circumference of the die the more it will cost. A die measuring 14" around the cylinder will cost more than an equivalent die with a 10" circumference. Just because your label has a 4" repeat doesn't mean the die will have a 4" circumference. Production requirements may necessitate a die be produced multiple around for satisfactory performance.
- The total linear inches of die cutting blade will affect the price of tooling. A die with 24 - 2" x 1" rectangles (144 total linear inches) will cost more than a die with four 4" x 6" rectangles (80 total linear inches).
- Finally, the number of corners on the die will affect its' cost. Circles and ovals don't have corners. Rectangles and squares have four corners for each cavity. Things can get really expensive when you have special shapes such as starbursts that may have 50 or more corners on every die cavity.

