



## Innovation Profile

*What are the essential elements that make a company outstanding, innovative or World Class?*

*Is it experience earning a reputation for excellence and innovation? Is it a commitment to customer success and to the highest ethical standards? Is it a determination to design and build equipment that exceeds customer expectations and industry performance standards? Is it an intense focus on knowledgeable customer support, application research and technical assistance? Is it the ability to provide exceptional education, training, and converting support services? Is it a great team of dedicated professionals under the leadership of visionary management?*



*This is a formidable list. However, according to **unsolicited testimonials** from customers in a diverse range of converting applications and from reaction to their accomplishments amongst industry professionals, these attributes are deservedly applied to the diecutting technology company, **My Press***

## My Press Needs LLC

***Needs.** After his research, which included customer reviews, Rob Weidhaas found their comments too powerful to ignore...*

*...the Crest has become the mainstay of our diecutting operation... the ROI on the Crest was under 6 months... the Crest is a powerful, solid running machine, with time saving options... easy for our operators to run... the Crest 4056 has exceeded our expectations...*

*I was skeptical we could reduce our set-up times as much as some of your customers claimed...our set-up times have been reduced by 33%...set-up waste has virtually been eliminated...the Crest requires very little make-ready time...the operator mounts the die, adjust pressure and the first strike is 99.9% sellable... can cut almost anything on the Crest... My Press Needs not*

*only have a great clamshell diecutter their commitment to customer service and professional education is rare today...*

*... so who is this company and why are they endorsed by so many professionals? I interviewed Rob Weidhaas president and founder of **My Press Needs** to learn more.*

***My Press Needs** specializes in clamshell diecutting technology and the organization is a family affair. Rob's father, Bob Weidhaas, was with Thomson Press. Father*



*and son subsequently designed a clamshell for Preco Industries, and in 2000 Rob Weidhaas decided to start his own clamshell company. Rob spent time on the production floor listening to the problems converters experienced during their job runs.*

*It was these experiences, particularly in solving customer production issues, which forged a determination to develop a higher quality diecutter, capable of minimal make-ready with precise kiss-cut control. The Weidhaases build the Crest Clamshell to easily handle the toughest material with a consistent result. Today, **My Press Needs** manufactures a full line of clamshell presses, including the Crest and AutoClam.*

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## The Crest Diecutter

The key to diecutting is make-ready, and the Weidhaases were convinced that the majority of make-ready and accelerated steel



rule die wear is the result of deflection, defined as the press bending or deflecting under heavy load.

**This set the design standard.** To minimize make-ready and significantly improve cutting performance required a clamshell press design that would handle extreme distortion forces under load, a construction that would maintain kiss cut rigidity throughout the impression cycle, and a machine that could be precisely and easily adjusted.

**My Press Needs** took a new approach. Instead of introducing another inexpensive clamshell with low-end raw materials, **My Press Needs** partnered with a quality manufacturer, invested in high-quality steel, alloys and castings. After extensive research and stringent quality tests, **My Press Needs** developed the **Crest line of Clamshell Presses**, which has

generated a positive and an enthusiastic response from the converting industry

The organization has not rested on its laurels and subsequently responded to industry requests with the introduction of the **AutoClam™**. This is a fully automatic, compact, half-sheet press capable of diecutting, foil stamping and embossing. Recent innovations to this press include automatic impression throw off, upper and lower impression adjustment on the platen, and increased tonnage.

### My Service Needs

Recognizing there are a range of different presses in use and committed to customer success, Rob started **My Service Needs**. This is an organization, which is a source for factory-certified clamshell press service, parts, safety updates and press rebuilding. Led by Rob's partner **Dave Mussi**, a 25-year Thomson veteran, the organization provides service for Crest, Thomson, Standard, Cauhe, Imperia and others.

### My Training Needs

In keeping with a commitment to customer applications, Rob added to an already impressive team, with the appointment of **Nicholas Crabtree**. Rob, **"Sending employees to seminars and training**



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**programs is very costly and time consuming. So we offer programs that are taught at your plant."** This will include Die Design, Application Techniques, and Technology Selection to help customers achieve their production goals.



### Summary

**My Press Needs** continues to attract talent, offer machinery, service, and training to meet the customers' needs. This is a focused organization, and based off the intense research will continue to introduce new innovations and provide complete service and support to the customer. For more information call **1-866-347-1200** or visit the web site at [www.mypressneeds.com/](http://www.mypressneeds.com/)

