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### **My Press Needs Installs Crest for Product Identification**

**TAMPA, Florida, January 27, 2015** – My Press Needs (MPN) announces the installation of its 23”x 32” Crest™ Clamshell for Product Identification Co., Inc., Garfield, NJ.

Specializing in durable, permanent product identification such as nameplates, labels and decals, Product Identification also diecuts items that require thicker materials, such as gaskets and spacers. Company Vice President and General Manager Jeff Weinstock said he bought the Crest for its heated platen, dual micrometer setting and quick set-up times.

“We wanted the Crest’s heated platen mostly for cutting plastic; it cuts better and we can control the depth,” said Weinstock. “And with the dual micrometer setting, we can control the depth on both sides of the machine. The end result is better parts for our customers.”

The Crest’s quick set-up times was another factor in Product Identification’s decision. “Our industry does a lot of short- to medium runs, and quick set-ups are important to us,” said Weinstock. “MPN understands that, plus the quality of their machine is important to them.”

MPN President Rob Weidhaas agreed. “Our niche is providing solutions to printers’ short-run needs. We’ve developed the Crest’s advanced features, such as the Double Micrometer Adjustment, to answer those needs with fast job set-ups, quick die changeovers and quality diecuts.”

#### **About MPN**

My Press Needs, LLC was founded by Rob Weidhaas in 2000 as a complete die cutting resource to the print finishing, packaging and general converting industries. Today the full-service company specializes in the development, engineering and sales of clamshell presses worldwide, along with consulting and training on die cutting processes. An affiliated company, My Service Needs, services clamshell presses of all types. For more information about MPN, visit [www.mypressneeds.com](http://www.mypressneeds.com).

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