



**FOR IMMEDIATE RELEASE**

**CONTACT: Rob Weidhaas  
856-728-5090  
robw@mypressneeds.com**

### **My Press Needs Installs Crest for Seifert Graphics**

**TAMPA, Florida, August 4, 2015** – My Press Needs (MPN) announces the installation of its 23”x 32” Crest™ Clamshell for Seifert Graphics Inc., Oriskany, NY.

Seifert Graphics Screen Shop Manager Bob Graves said the company, which specializes in transit graphics for manufacturers and transit authorities throughout the United States and Canada, decided to purchase the Crest based “solely on productivity.”

“We do a lot of short runs for small fleets,” said Graves, “and we had a cutting bottleneck. Our knife-cut plotters were a choke point; too much time was being taken away from our bigger jobs.”

The need for faster production led Graves to consider the Crest Clamshell. “We visited Mastro Graphic Arts, one of MPN’s customers, and saw almost no make-ready with the Crest.”

In addition to quicker turnarounds, Graves expects the Crest to provide a cleaner, more consistent cut than a knife cut. “The Crest will diecut our pressure-sensitive decals, vinyl graphics, some polycarbonate with adhesive backing and maybe rigid vinyls for POP. We’ll be able to do more processes in one hit with our Crest.”

#### **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).

#####