

ABSTRACT

[0024] A chemical etched die to be used in combination with a (e.g., roller) press to cut out shapes that are printed on sheet material. The die includes an outside border that surrounds an inside opening through the die. The size of the inside opening corresponds to the size of the shape to be cut. A cutting edge (i.e., blade) projects from the outside border of the die so as to surround the inside opening therethrough. The cutting edge is positioned at the interface of the outside border and the inside opening of the die whereby none of the outside border extends past the cutting edge and none of the outside border lies between the cutting edge and the inside opening. Accordingly, the cutting edge of the die will be exactly registered with the printed shape to be cut when the shape is surrounded by the outside border of the die.