

**With the growth in demand for Shelf Ready Packaging (SRP), boxmakers need to ensure clean, accurate die-cuts, especially for perforations and tear-out panels. Maybe this is a solution?**

**Below: A tear panel die-cut with poor quality cutting rule and on the right, a sample of board having been die-cut using SPEEDI-TEAR™**



The SPEEDI-TEAR™ perforating systems have been designed and developed in the UK to improve the ease of box erection, maintain box strength and provide easily removable panels with clean lines. This new and innovative concept allows box designers to construct containers for their clients without compromise. These new perforating systems have been created by Robert Eades, who comments that “This could be a replacement for lower quality, twisted perforating rules being used to cut SRP boxes.”

Mr Eades has wide experience in manufacturing high quality and bespoke perforating tools for multiple print industries over the last 17 years. When perforations were claimed to be the reason for poor quality SRP boxes, it inspired him to provide a possible solution. “While working closely with a boxmaker who was running rotary die-cut boxes, the concept of SPEEDI-TEAR™ was born. The brief was simple — to produce a perforation system that prevented the tear-out panels from bursting during box erection, yet maintaining box strength for multiple applications from light products like crisps through to heavier products such as biscuits. At the same time, the box must allow the retailer to remove the rip-out panel easily with a clean, cosmetic appearance for shelf ready use.”

Taking on this challenge was no easy

task. Mr Eades continues, “The constant stigma of poor perforations rung loud during the development process, this new product had to emerge almost flawless in order to succeed”.

The development of new perforating systems has been constant within this industry to achieve the current performance of each box layout. However, what is really required is a mindset change in how perforating works. Therefore, in developing his system, Mr Eades opted to follow the more radical route of adjusting the strength in perforation per linear length, according to corrugated flute direction and flute style. This more accurate method of adjusting each individual perforating tooth, ensured that creating something too weak for the application was avoided.

As a material, corrugated board is produced with a uniform pattern of flutes covered by various liners, therefore placing a uniform tooth/gap perforation onto a uniform piece of board frequently leads to a tear path across the liner, normally where you least want it. The SPEEDI-TEAR™ solution came in the

form of a delicate, but accurate, perforation rule that provided an irregular pattern of teeth and gaps to suit the actual flute size and flute direction. This innovative design works by retaining corrugated’s vertical strength, which is required for storage and palletising, while simultaneously breaking down the cross strength of the flute, allowing for rapid and controlled release of panels with a high speed of tear.

These new perforating products can be ordered in rule formats to suit both flatbed and rotary die-cutting processes. They are available through leading cutting rule suppliers who provide a ‘one stop shop’ supply of die-making and converting products.

**For further information, visit [www.speeditear.com](http://www.speeditear.com)**

