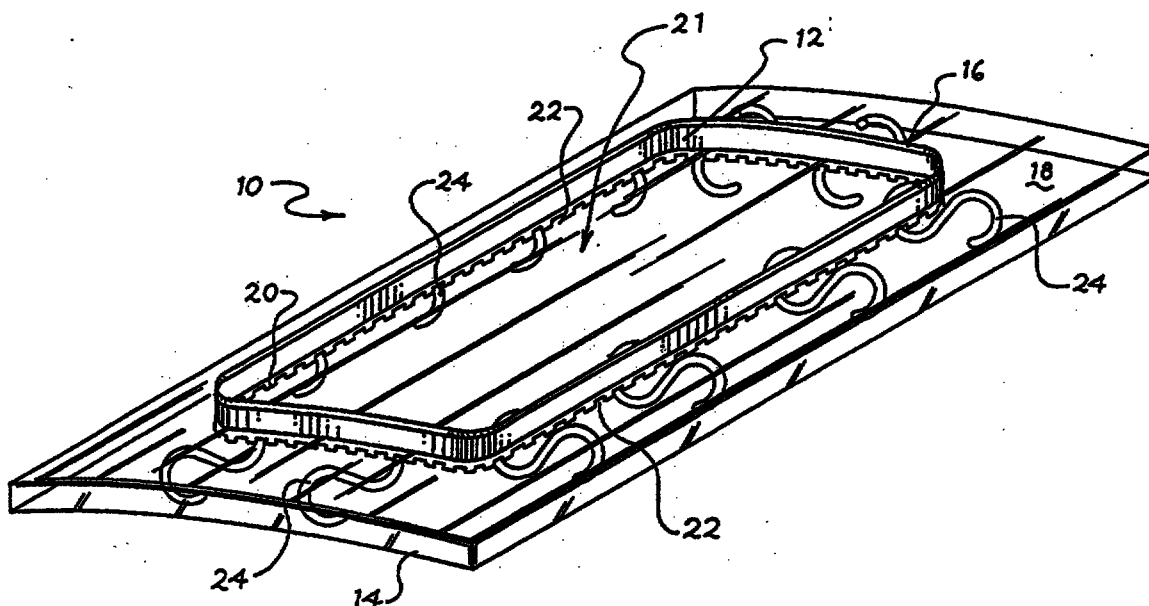




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(54) Title: ROTARY CUTTING DIE AND METHOD FOR USING SAME



(57) Abstract

A rotary cutting die (10) includes a translucent or transparent rotary die plate (14) having an inner surface and an outer surface (18). A cutting rule (12) that defines a cutting design (21) is supported by the die plate. The cutting rule includes a cutting edge (16), which extends above the outer surface of the die plate, and a support edge (20) disposed within the die plate. The support edge preferably includes a plurality of key-hole shaped notches (22). Preferably, a plurality of S-shaped hooks (24) are connected to the key-hole notches, and serve to reinforce the rotary die plate and to support the cutting rule in the rotary die plate. The die plate is preferably formed from an epoxy material that, upon hardening or setting, exhibits a low shrink factor.

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