What is claimed is:

1. An apparatus for laser converting sheet material, said apparatus comprising a support member having a gold facing layer and a laser radiating station, wherein said support member is configured to support a sheet material in target position to said laser radiating station.

2. The apparatus of claim 1 wherein said support member is a continuous belt.

3. The apparatus of claim 1 wherein said support member comprises a backing member.

4. The apparatus of claim 1 wherein said support member comprises a stainless steel backing member.

5. The apparatus of claim 4 wherein said support member comprises ~~a~~, in order on the first face of the backing member, a tie layer, ~~in order, said backing,~~ an optional hardness enhancement layer ~~on the first face of said backing~~, a buffer layer, a gold facing layer, and a transmissive low surface energy coating.

6. The apparatus of claim 5 wherein said tie layer comprises at least one of titanium nitride, zirconium nitride, and titanium aluminum nitride, and combinations thereof

7. The apparatus of claim 1 wherein said support member has vacuum channels therethrough.

8. A method of laser converting sheet material comprising
(1) providing an apparatus of claim 1;
(2) providing said sheet material; and
(3) directing laser radiation at said sheet material to form cuts in said sheet material.