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Press Release
For Immediate Release

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Graphtec Announces The Newest Personal Desktop Cutting Device...The Craft ROBO CC330L-20

SANTA ANA, Calif. -Graphtec America, Inc., a leading manufacturer of plotters, vinyl cutters, and scanners, is introducing the new Craft ROBO CC330L-20. The personal & portable Craft ROBO CC330L-20 replaces its popular predecessor, the Craft ROBO CC200 with new features: new lightweight design, and a more affordable price. With a U.S. list price of **only \$ 299.00** the Craft ROBO CC330L-20 comes with a built in SD memory card reader, which allows users to cut files directly from the SD memory card even if you are not connected to a PC! In addition, weighing only 4.4 pounds the CC330L-20 can be easily transported. As with its predecessor, the Craft ROBO CC330L-20 has a registration mark sensor enabling users to contour-cut any printed design. It's perfect for colorful 3-d modeling or creating personal decals.

The Craft ROBO CC330L-20 is a computer operated cutting machine for applications such as scrapbooking, paper crafting, graphic design, and apparel heat transfer. The CC330L-20 supports up to 8 ½ x 11" size media (letter size) and can be used with a wide variety of materials including paper, card stock, heat transfer and vinyl films. This user-friendly, personal & portable cutter can cut vinyl for small stickers and labels as well as cut out elaborate full color decals and desktop signs.

One of the most unique features of Craft ROBO is the registration mark sensor that gives it the ability to cut pre-printed graphics and images. Use your desktop inkjet printer or laser printer to print an image with Graphtec's registration marks, insert the printed image into Craft ROBO where it then electronically detects the registration marks, and precisely contour cuts your printed image... it's quick and easy. These Graphtec registration marks enable the CC330L-20 to contour-cut with accuracy.

Its unique multi-functional kiss-cut design allows users to cut outlines around stickers leaving them attached to the backing sheet or, with the use of the supplied adhesive carrier sheet, cut through designs that are on paper or card stock. It can even be used to create fold lines for card-stock designs.

The Craft ROBO CC330L-20 has a cutting speed of up to 4 inches per second, down force of up to 230 gf, and an effective cutting area of approximately 8 inches by 39 inches. The standard package also includes its own ROBO Master software that enables the designing and output of designs. The included Cutting Master 2 plug-in allows users to create and output designs directly from Adobe® Illustrator® and/or CorelDRAW. Also included is a Windows driver to operate with Windows® 95, 98, Me, NT4.0, 2000, XP, and 64bit Vista.

Graphtec America is confident that with the addition of the new Craft ROBO CC330L-20 personal desktop cutting device to its range of products, the company will continue to supply products that meet the requirements of industry and corporate professionals, as well as hobbyists and consumers who are looking for solutions using performance quality products. This addition to the product line will reinforce Graphtec's position as a leading supplier.

Graphtec America, Inc. is located at 1251 E. Dyer Rd. Suite 110, Santa Ana, CA 92705. For further information, we can be reached at cp.sales@graphtecamerica.com, or visit the company's websites at www.graphtecamerica.com & www.craftrobostore.com

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