

Dazzling Die-Cuts!

[Courtesy of Marc Murphy]

Remember when “Die-Cut” was synonymous with “Contour” and “Jewelite”? That hasn’t been true for a long time. Almost all Die-cuts today are from foreign producers, and most of those are from Swedish Match. From an American standpoint, that’s a shame, but you have to admit that they’ve taken Die-cuts to entirely new levels. The variety of shapes and sizes to be seen in recent times is just eye-popping in their creativity. It is a shame that our domestic types aren’t produced anymore on a regular basis, but, on the other hand, it’s great to see that the genre has not only *not* disappeared, but is actually flourishing elsewhere in the world, bigger and better than ever.

