

NEWS RELEASE

Midway Engravers Changes Name to Midway Rotary Die Solutions

February 15, 2010 – Williamston, MI – Midway Engravers, a Michigan based manufacturer of rotary cutting dies for the converting industry, has formally changed its name to “Midway Rotary Die Solutions,” effective February 1, 2010.

For over 35 years, the Midway name has been associated with the highest quality rotary dies. A passionate customer focus has earned Midway a reputation for exceeding expectations time after time.

Richard Seeley, owner and President since 1985, notes that there are no changes to the company’s ownership or management structure. “The name and identity change symbolize our progressive role in the converting industry. Our goal is to create partnerships with a growing customer base and to offer the broadest portfolio of customized products and services. As I always tell our customers, Midway wants to be a part of your solution, not a part of your problem.”

New Name, New Identity

To maintain the strong brand recognition earned over many years, the company will retain “Midway” as the central part of the new name. The subline, “Rotary Die Solutions” serves to clarify the true focus of the company as a solver of customer problems, not just a producer of quality rotary dies.



Expanded Facilities and Capabilities

The current facility in Williamston, Michigan has been home to Midway since 1990. An expansion project in 2008 more than doubled the manufacturing space and production capacity. New state-of-the-art equipment and technologies have also been added, further expanding die-making capabilities. Midway can now produce dies up to 20 inches in diameter for up to 36-inch web widths.

New Website

Midway has launched a completely new website: www.MidwayRotary.com. The site features expanded content, user-friendly navigation, and interactive opportunities to enhance communication with the converting community.

About Midway Rotary Die Solutions

Midway is a custom manufacturer of rotary cutting dies for the converting industry, offering specialized & innovative solutions and technical support since 1974. With over 35 years in the industry, Midway is prepared to help customers with the most difficult die cutting applications. Midway serves multiple converting markets including Medical, Automotive, Specialty, Folding Carton, Food, Abrasives, and Labels.

Midway is an ISO 9001:2000 Certified company.

Contacts

Doug Edwards
BSME, MBA
Director of Sales & Marketing
DEdwards@MidwayRotary.com

Chuck Buiocchi
BChE, MBA
Director of Operations
CBuiocchi@MidwayRotary.com

Richard B. Seeley
BJ, MBA
President
RSeeley@MidwayRotary.com