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Information on ROBERT A. LARSON

Robert Larson has been involved in the diecutting process since childhood for most of his 70 years. He grew up in the family diemaking and diecutting business, Boston Cutting Die Company in Boston, Massachusetts manufacturing flat and multi-contour clicker & high dies, close tolerance EDM cutting dies and steel rule cutting dies plus diecutting all types of soft to semi-rigid materials.

1955 to 1960 - Attended Northeastern University in Boston, Massachusetts. While attending Northeastern University he worked at his family's business, Boston Cutting Die Company in Boston as part of his Northeastern University co-operative education program. He graduated in 1960 with a B.A. degree in Business Management and a minor in Marketing. He participated in the Reserve Officer Training Corp at Northeastern and upon graduation was designated as a Distinguished Military Graduate.

1960 to 1964 - He served a Regular Army officer in the U.S. Army Signal Corp in Europe and the U.S.A.

1964 - Joined his family business, Boston Cutting Die Co., Inc. in Boston, Massachusetts.

1964 to 1970 - In the Army Reserve, he was the commanding officer of an Army Security Agency unit in Boston. In 1970, he resigned his commission to devote 100% of his time and energies to his family business.

1965 - Along with his cousin, Jerold Larson, they acquired Novelty Die Corporation and Higgins Die & Diecutting Company, both diemaking and diecutting companies in the Boston area.

1972 - Robert was one of the organizing charter members of the Diemakers & Diecutters Association (DDA) that evolved into the National Association of Diecutters and Diemakers (NADD) and finally became known as the International Association of Diecutters and Diemakers (IADD). Over the years, he has served numerous terms on the association's Board of Directors. He has also been an association Area Vice President and an officer in the New England Chapter of the IADD.

1984 - Robert along with his cousin, Jerold Larson, merged their companies, Boston Cutting Die Co., Inc., Higgins Die and Diecutting and Novelty Die Corporation into Hudson Machinery Corp. in Haverhill, Massachusetts, a company specializing in the development and sales of die cutting systems, the manufacture of cutting dies and commercial diecutting.

1986 - He stuck out on his own to establish Larson Associates that later become Larson WorldWide, Inc., a consultancy and publishing company dedicated to providing information and resources to companies involved in the many diverse segments of the international diecutting process.

1986 - He started to publish a quarterly journal entitled "DDIN International" (DIECUTTING Diemaking Intelligence Newsletter) devoted to the international diecutting process that is read many countries around the world. The publication grew into a 64 page technical journal on the

international diecutting process. In January 2008, he published the 80th issue of DDIN International.

1987- He organized and presented the first international Diecutting Symposium Educational Conference and Exhibition, a technical program on diecutting and diemaking that has been held in Asia, Europe and North American.

1996 - Robert and his son Erik developed and introduced www.dieco.com that has become the recognized voice of information and resources for the diecutting process on the World Wide Web of the Internet.

1993 - Awarded the prestigious Presidential Award by the International Association of Diecutting and Diemaking (IADD).

1999 - Received the S. Ray Miller International Award from the International Association of Diecutting and Diemaking (IADD) to recognize his involvement in our industry on an international basis.

2002 - Presented with Package Printing Magazine "Diecutter Diemaker of the Year Award" in cooperation with the International Association of Diecutting and Diemaking (IADD).

2007 - Established Global Diecutting Technology, a new consultancy company in Zirovica, Slovenia with Primoz Kosmac of Noviko d.o.o. to provide educational programs in diecutting and diemaking to converting and diemaking companies in Central and Eastern Europe.

Robert also maintains active memberships in the Foil Stamping & Embossing Association, Gasket Fabricators Association and the European Diemaker Association.

He has written over 50 articles on the diecutting process for national and international trade publications and has spoken numerous times to industry groups around the world. Many of his articles can be seen in the Dieco Library in the dieco.com website.

He has compiled and published the following resource guides for the diecutting industry:

- "International Manufacturers and Distributors of Flatbed, Multi-Contour and Rotary Die Cutting Press Systems"
- "International Associations, Institutes & Societies in the Diecutting Process"

He is in the process of writing a book entitled "The Case of the Cookie Cutter" that will be a comprehensive study of international die diecutting and diemaking process. The book is approximately 60% completed and it is expected to be published in 2009.

Robert's has been involved in domestic and international Scouting for over 35 years. He is on the Executive Board of the Old Colony Council, Boy Scouts of America. He has held many positions in Scouting in Troop, Explorer, District and Council activities. He has been to every National Jamboree since 1981 where in recent years he is an Assistant Postmaster in the Jamboree Postal Service. He is a Wood Badge Scouter trainer and has been recognized with the Silver Beaver award by his council. His hobby is collecting Boy Scout council shoulder patches. He has written a comprehensive Guide on Collecting Council Shoulder Patches. He publishes an annual updated version for collectors of memorabilia in the Scouting movement.

Robert been married to Letitia Larson for over 48 years, has three children, Christa, Erik and Mark, plus three grand children, Andrew, Mariah and Nicholas.