

Professional Resume

Robert A. Larson - President

Larson WorldWide, Inc.

95 Mount Blue Street

Norwell, MA 02061 U.S.A.

Tel: +1 781 659-2115 Toll Free: 1-800-229-3364

Mobile: +1 781 864-0000

Fax: +1 781 659-2411

Email: larson@dieco.com

Website: www.dieco.com

Introduction

A lifetime experience of the involvement in flatbed, rotary and multi-contour diemaking and diecutting process. Grew up in a family diemaking and diecutting business. His life has been dedicated to working in the diecutting and diemaking process and providing information and resources in all areas of diecutting and diemaking.

Expertise

Author:

Has written 60 articles on the diecutting process that have been printed in leading converting industry trade publications. Author of the "*International Resource Guide to Die Cutting Press Systems*". Author of the "*International Die Cutting Process Associations Resource Guide.*", Author of "*The Case of the Cookie Cutter*".

Clicker and high die manufacturing:

His early training and experience in manufacturing all types of clicker type cutting dies pre-ground pre-hardened, forged clicker dies with regular wall, straight inside or outside wall or clearance construction, close tolerance EDM cut dies and high dies offered him a complete understanding of the manufacturing process. He have been involved in manufacturing all types of flatbed cutting dies and multi-contour trim dies for use in the footwear, apparel, medical, automotive, gasket, screen printing, packaging and printing, intimate apparel as well as composite materials.

Die cutting:

With over 50 years of experience in many areas of the flatbed, multi-contour and rotary die cutting process, he has been involved in providing solutions to numerous diecutting situations in cutting and trimming a wide array of soft to semi-rigid materials on all types of flatbed, multi-contour and rotary diecutting systems. As an international consultant to the diecutting process, he has researched all leading international manufacturers of diecutting press systems with their technical capabilities and operating characteristics. He can advise clients on the correct cutting die tooling to use on the appropriate diecutting press system with the appropriate cutting surface to cut their materials for their diecutting applications.

Diecutting Process Educational Conference and Trade Show organizer:

Developed the concept of organizing and presenting the "Diecutting Symposium and Educational Seminar" program, an educational program focused on all the different areas of the diecutting process plus embossing and foil stamping. He has held the programs in Europe, Japan and North America since 1987. He has brought together leading industry experts to present seminar sessions on a multitude of topics of interest to diecutters and diemakers.

Die Cutting Room Operations:

In today's competitive marketplace, it is essential to utilize the most coordinated cost effective systems in diecutting operation to include the die cutting press system along with in-feed, out-feed with stripping and stacking systems to minimize labor and automate the process. As a consultant to the diecutting process, he has advised many clients on methods to improve productivity, efficiency, reduce labor hours and improve profitability.

Editor - Publisher:

Since 1986, Editor and Publisher of DDIN International, a 64 page quarterly journal dedicated to the many diverse segments of the Diecutting Process, plus Embossing and Foil Stamping. As of January 2008, he has published 80 issues of DDIN International. He has written many of the lead articles in DDIN on how diecutters and diemakers can improve their business operations. He is in the process of writing the first comprehensive book on the complete diecutting and diemaking process entitled "A Case of the Cookie Cutter" expected to be published in 2009.

Educator:

He has been instrumental in advancing the skill levels and proficiency of individuals and companies involved in the diecutting process, through speeches, seminars, articles and personal involvement within the diecutting process in numerous companies involved in the cutting and trimming of a wide array of materials and products.

Industry International Consultant:

He has provided consulting services to numerous companies in the diecutting process to aid in marketing new products, improving manufacturing processes, reducing labor and time in diecutting operations, improving diemaking manufacturing processes and performing diemaking and diecutting audits to suggest improvements in accompanies manufacturing process.

Industry Speaker:

Has spoken before numerous industrial groups at trade show seminar programs, industry association meetings and corporate meetings on topics involving the diecutting process.

Steel rule die manufacturing:

He has developed a full understanding of the manufacturing process of both flatbed and rotary steel rule (cutting formes) cutting die tooling as well as associated tooling products such as blanking and stripping devices to enhance the steel rule (cutting formes) operations. He has been at the forefront of automating the manufacturing process and labor reduction in bringing steel rule (cutting formes) production into the 21st century.

Education

1955-1960 Northeastern University, Boston, Massachusetts. Graduated with a BS degree in Business Administration, minor in Marketing. Graduated as a Distinguished Military Graduate in the Army R.O.T.C. program .

Co-op work experience: 5 years with the Boston Cutting Die Company, Boston. Massachusetts.

Work History

1955-1960 Co-op work training while enrolled in Northeast University with the Boston Cutting Die Company, Boston, MA.

1960-1964 Active military service: Officer in the Army Signal Corp.

1964-1970 Commanding Officer of an Army Reserve Security Agency unit.

1964-1984 Vice President of Manufacturing, Boston Cutting Die Company, Boston, Massachusetts

1976-1984 President of Novelty Die Corp., Kingston, Massachusetts

1984-1986 Marketing Manager in the Hudson Die Group, Hudson Machinery Corp., Brockton, MA

1986-present President of Larson WorldWide, Inc., Norwell, MA

2007-Managing Partner - Global Diecutting Technology, Zirovica, Slovenia

Career Accomplishments

Associations:

Member of the following Industry Associations:

- European Diemakers Association (EDA)
- Foil Stamping & Embossing Association (FESA)
- Gasket Manufacturers Association (GFA)
- International Association of Diecutting and Diemaking (IADD)

Organizing member of the association in 1972. Numerous terms on the Board of Directors, regional chapter officer.

Recognitions:

- 1993 - IADD Presidential Award
- 1999 - IADD S. Ray Miller International Award
- 2002 - Package Printing Diecutter Diemaker Man of the Year

Meeting Planning:

He has organized educational programs worldwide to advance the technical proficiency of companies involved in the diecutting process. His programs have brought together individuals and companies in many segments of the diecutting process.

Publishing:

Utilizing his skills and past experiences in the diecutting process, he has become a publisher providing readers with information and resources on all areas of the diecutting process plus embossing and foil stamping. He has also published several resource guides on die cutting press systems and industry association.

Website Development:

In 1993, Robert and his son Erik developed www.dieco.com a website with over 9000 pages of information, over 50 articles on the industry and a resource directory with containing information on 2570 companies with over 1000 linked websites in over 90 countries.

Consulting Services

He has been involved in interacting with numerous companies worldwide involved many areas of flatbed, rotary and multi-contour diecutting and diemaking in providing his technical expertise to advise and offer solutions to improving operations or solving sticky diecutting situations.

Expert Witness

Involvement in several experiences acting as an expert witness in cases involving die cutting press safety issues and in cases involving disputes in diecutting different types of materials and products.

Additional Experiences

- 1986-present: Editor-Publisher of DDIN International, a quarterly journal dedicated to all segments of the Diecutting Process.
- 1987-present: Organizer of the Diecutting Symposium Educational Conference and Exposition program in Asia, Europe and North America.
- 1993-present: Developer of the www.dieco.com website on the Diecutting Process.

Non Industry Experiences

1959 to present: Boy Scouting Scouter and Trainer. Involvement in many Scouting positions to include: Assistant Scoutmaster, Explorer Advisor, District Chairman, District Commissioner, Member of the Old Colony Council Executive Board, Council Training Committee, Council Endowment Chairman, National Jamboree Assistant Postmaster, Wood Badge trainer.

Recognitions:

- District Award of Merit
- Council Silver Beaver
- Order of the Arrow - Vigil member

March 6, 2008