

## KNOW YOUR COVERS!

### Die-Cuts

*Die-Cut* is a generic term referring to covers with customized shapes; the sides are not parallel. Usually, the first thing that comes to mind when thinking of die-cuts is Universal's famed *Jewelite*, such as the one pictured here. But, there have been a number of different die-cut types introduced over the years domestically. Lion had the *Contour*, *Model*, and *Pocket Wallet*. Universal also produced its short-lived *Action* design. Foreign die-cuts also certainly exist. Australia had one called the *Jurgen*. Europe, though, is currently the main source. Germany produces quite a few; some from Denmark; some from Poland... But...

Today, the vast majority of die-cuts come from Swedish Match, and, there, the variety and designs are truly staggering.

There are no general stats on die-cuts, but just looking at *Jewelites*, there are at least 8,688 known and 7,343 listed as of April 2006.

