Quickly design outstanding packaging and point-of-purchase displays, while optimizing the most complex die making layouts.

AlphaCorr™ SteelRules sets the standard for powerful and easy-to-use professional software for designing packaging and point-of-purchase displays, and the dies used to create them. It is the fastest and most straightforward way to draw, modify and detail accurate designs and dies for packaging and point-of-purchase displays. With support for both Mac and Windows, SteelRules provides everything needed in one package from concept through production for the professional package designer or diemaker.

Optimized for Die Board Layout

Layout the most complex cutting dies for packaging and point-of-purchase displays with male and female stripping jigs and blankers in a matter of minutes. Create flatbed and rotary dies, then precisely output to rule benders, printers, plotters and sample tables including lasers.

Easy User Interface with Drafting Assistant™

Built on Ashlar-Vellum's precision CAD software, AlphaCorr SteelRules features Ashlar-Vellum's patented Drafting Assistant for intelligent snaps and automatic precision alignment of midpoints, endpoints and construction lines. There's no guesswork, no commands to remember, no complex steps to learn. Just click for perfect results every time.
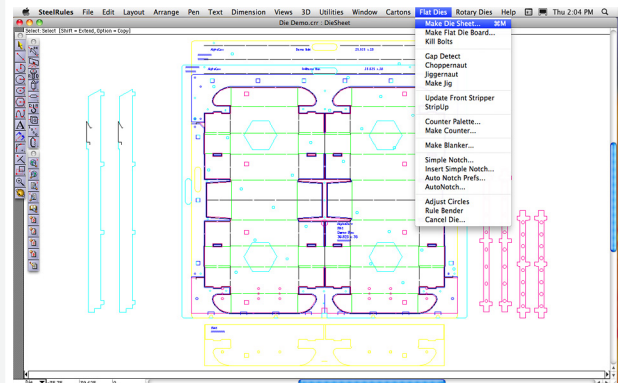
Comprehensive Design Library

SteelRules comes with an extensive parametric library of standard designs for point-of-purchase displays, folding cartons and corrugated boxes. Constructions meet ECMA and FEFCO specifications and can be created in combination with integrated parametrics. Visually displayed designs and die boards make finding the desired carton or die fast and easy.
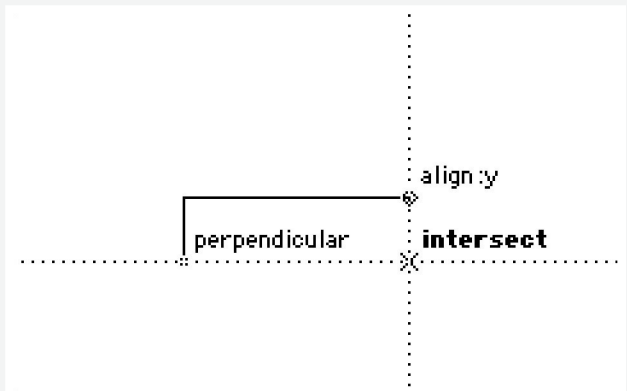
Die Board Templates

Choose from a wide array of customized die board templates for complete rotary and flatbed dies for all common die cutters. Then apply jig rails, counters, blankers, strippers, and grippers from our adjustable library to rapidly finish your project.
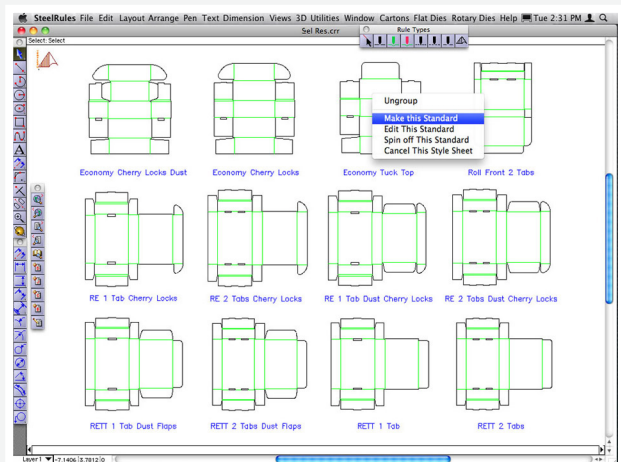
Built-in Data Manager

The Data Manager in Rules records materials, inches of rule, customer data and other details directly in the CAD file in an easily searchable and exportable format. Integrates with Windows Desktop Search and Mac OS X Spotlight or with the **AlphaCorr Database Server** for custom ERP/MRP integrations.

SteelRules provides everything from concept through die production needed by a designer or die maker of folding cartons, corrugated boxes and point-of-purchase displays.

The Drafting Assistant provides easy precision alignment through Ashlar-Vellum's Graphite precision CAD interface.

Any design template is easy to find from the extensive list using SteelRules visual display.

SteelRules v8 SP4

Directly Drive Lasers & Sample Tables
Export industry-standard files specially tuned to drive networked or directly connected laser and sample tables.

Integrated Parametrics
Quickly build or modify smart packaging and display designs, and their related dies, by plugging in geometric values or variable expressions. It's fast, accurate, and easy.

Standard Rules and Variations
SteelRules supports all standard variations including knife, perf, zipper and score.

Auto Dimensioning
In addition to extensive dimensioning tools, SteelRules will quickly place the necessarily annotations for the overall design or die on the drawing sheet with a single command.

Automated Spec Sheets
SteelRules' automated specification sheets are easily customized to include all the production information critical for any client's job as well as your logo and company information.

Notching/Bridging
SteelRules features fully integrated and automated notch/bridge generation capabilities for easy creation, modification and verification of single and instance notches for both rotary and flatbed dies, based on user input or pre-established conditions.

Matrix Score Simulation for Sample Tables
SteelRules automatically creates the scoring pattern for simulating a matrix score for sample table prototypes.

Shrinkage Adjustment
The program automatically calculates the adjustments for shrinkage on mounting holes, knife rule, perf rule, zipper rule and score rule including matrix.
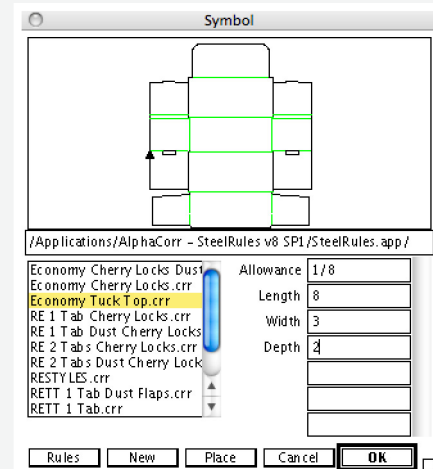
Scrap Knife Generation
Scrap knife is automatically generated according to industry standard practice for flat and rotary dies.
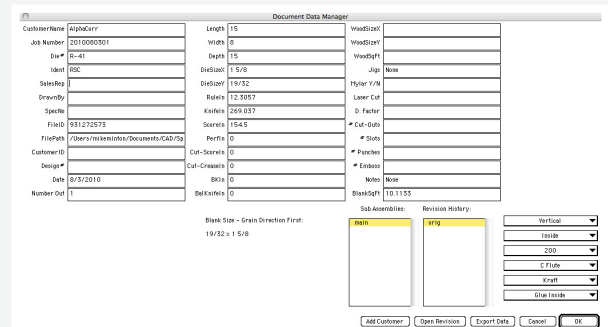
Global Circle Adjustments
SteelRules adjusts all circles based on the thickness of the cutting implement.
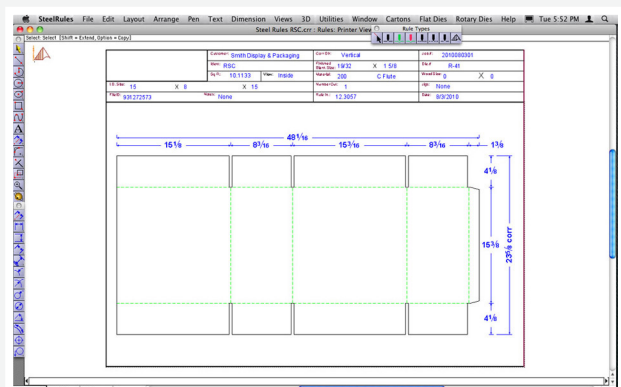
Mac/Windows Hybrid License
Work on Mac or Windows platform of your choice using just one license for each user.

Use parameters to quickly build smart packaging and display designs.

The data manager records design and customer information in the CAD file in an easily searchable format.

Automated spec sheets are easily customized for display and packaging production information.

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