

*Penny press is a machine designed to turn pennies into collectable souvenirs (elongated pennies) which face is imprinted as per the local attraction (ex : museums, leisure parks, restaurants, touristic areas). It is generally conceded that first cents were to be pressed at the Columbian Universal Exposition of 1892-1893 at Chicago Illinois, which was celebrating the 400th anniversary of the discovery of America by Christopher Colombus.*



"Elongated, smashed, squished, pressed pennies" or simply "elongated" "elongated pennies" or simply "elongated", are coins (mostly cents or dimes), pressed between two rolls driven by a crank.

One of the rolls has a carved imprint. The extraordinary pressure applied to the coin creates this characteristic elongated shape souvenir (where the elongated name comes from) bearing on one face the design of the die.

Pennies under this shape are real collectors items and can be crafted by the delighted user.

Elongated are collection items, sought after and collected. They do attract more and more numerous pennies hunters.

Today widely distributed over America, this machine is now available on the European market and is using Euro money. **Sedicad** is producing and trading **PennyRoller** penny press.



**PennyRoller** is made of a steel cabin covered with a transparent polycarbonate sleeve enabling a full machine customization as per the site's theme. This customization offers as well a very attractive communication means to be adapted to specific events if necessary.

The Polycarbonate header of **PennyRoller** fully shows the mechanism operation, the gears and wheel movement and offers an interesting view of the transforming coin, between the dies actuated by the user.

**PennyRoller's** big wheel provides a good prehension and a perfect movement mastering, avoiding a machine throw off that could be caused when using a crank. This wheel allows the machine to be used by all, children, adults and reduced mobility people.

**PennyRoller's** base ensures the machine stability when placed on uneven grounds, and enables **PennyRoller** to be placed outdoor and the particular esthetical shape will catch visitors' curiosity.

**PennyRoller** is easy and can be operated by all kind of users. The operation is clearly explained on ideograms placed inside the cockpit but the machine remains very intuitive and natural. The large wheel gives a sufficient lever to operate and avoids a potential throw off due to its central position.





**PennyRoller** offers a very high security level towards persons. Neither the body nor the wheel have square lines that could hurt, and the operation doesn't leave any chance to the risk of have one's fingers jammed or trapped. All moving parts except for the wheel, are hidden behind the polycarbonate cockpit and are unreachable to unwary users who can operate **PennyRoller** in complete safety.

**PennyRoller's** mechanism is fully self working and doesn't require any power supply nor specific maintenance. The system is based on a simple dependable operation, and on heavy duty components, designed to cope with the tremendous operation conditions, required to press the penny.



**PennyRoller's** dies are easily removable and can be swapped to respond to a particular event. Therefore, this operation requires unmounting the elements that are preventing access to dies. The dies have been heat treated to increase steel hardness, in order to resist the very high operating pressures. Each die can receive up to 4 imprints, increasing the machine's return.



Imprints created for **PennyRoller** are original designs. These can be chosen from our book, or customized in option. Sedicad offers a large catalogue of imprints to be composed as per site or occasion.

Imprints are laser engraved from computer files, any kind of graphical design can then be worked out easily.



**Please do not hesitate to contact Sedicad for any specific request.**

Dimensions of **PennyRoller**:

Height : 1,30 m  
Length : 0,45 m  
Width : 0,35 m  
Weight : 58 Kg  
Surface : 0,16 m<sup>2</sup>

*Zoos, Hotels, Scenic Parks, Museums, Souvenir Shops, Casinos, Aquariums, Tourist Areas, Stadiums, National Monuments, Theme Parks, Malls, Branded Retail Stores, Factory Tours, Airports, etc...*

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