

# SNAP

craftwell®

## USER MANUAL



# CAUTION

To clean the SNAP, use a soft, dry cloth. Do not use abrasive cleaners, spray cleaners, or chemical cleaners on the machine.

Do not remove platforms until the motor has automatically shut off.

Do not allow Children under 6 years old to use this machine. Children over 6 years old must be supervised by an adult.

The appliance is not intended for use by children or persons with reduced physical, sensory or mental capabilities, or lack of experience and knowledge, unless they are supervised by a person responsible for their safety. Children should not be allowed to play with the appliance.

Close supervision is necessary when children are around and be aware that units can be pulled off work surfaces or similar areas by the unwary.

Keep hands away from platforms & parts in motion.

Do not leave objects inside the SNAP machine when not in use . Do not leave SNAP machine unattended while in use.

Do not disable the safety sensors to override the motor control. Do not overload the power socket.

Forcing platforms & materials through the SNAP will cause damage to your machine and may void the warranty.

Do not use the SNAP for 60 minutes of continuous use without a proper cool down.

Allow the SNAP to cool down for 15 minutes before re -using. The SNAP is designed for home and recreational use.

Always power off your machine when not in use. Never allow the cord to touch wet or hot surfaces, become twisted or be within the reach of children or animals.

Do not use this appliance for anything other than the intended use. Pull on the plug, not the cord when unplugging from the wall outlet. Make sure that the power socket is of appropriate voltage.

Regularly check the unit, but do not switch it on if it appears damaged or is operating incorrectly.

Do not attempt to carry out any repairs to the unit in any way, repairs must be carried out by a suitably qualified technician. There are no user-serviceable parts inside



Appliances bearing the symbol shown here may not be disposed of in domestic rubbish. You are required to dispose of old electrical and electronic appliances like this separately. Please visit [www.recycle-more.co.uk](http://www.recycle-more.co.uk) or [www.recyclenow.co.uk](http://www.recyclenow.co.uk) for access to information about the recycling of electrical items. Please visit [www.weeeireland.ie](http://www.weeeireland.ie) for access to information about the recycling of electrical items purchased in Ireland. The WEEE directive, introduced in August 2006, states that all electrical items must be recycled, rather than taken to landfill. Please arrange to take this appliance to your local Civic Amenity site for recycling, once it has reached the end of Disposal of Old Electrical & Electronic Equipment (Applicable In the European Union and other European countries with separate collection systems)

# IN THE BOX\*

- Craftwell SNAP
- Platforms
  - (2) Platform A
  - (1) Platform B
- User Manual
- (1) Magnetic Shim
- (1) Rubber Embossing Mat
- Front & Back Fascias
- Power Adapter

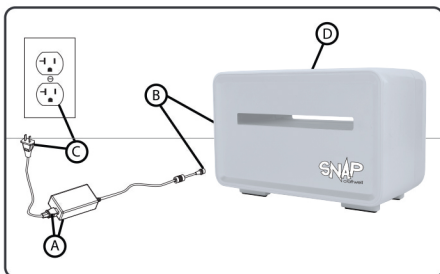
\*The box may include additional (optional) accessories.

## GETTING STARTED

Align the outlet adapter (A) to fit on the back of the power adapter (B).

Rotate clockwise to secure and lock the outlet adapter to the power adapter.

**ATTACH  
CORRECT OUTLET  
ADAPTER FOR  
YOUR  
COUNTRY**



Position the Craftwell SNAP on a flat & dry surface.

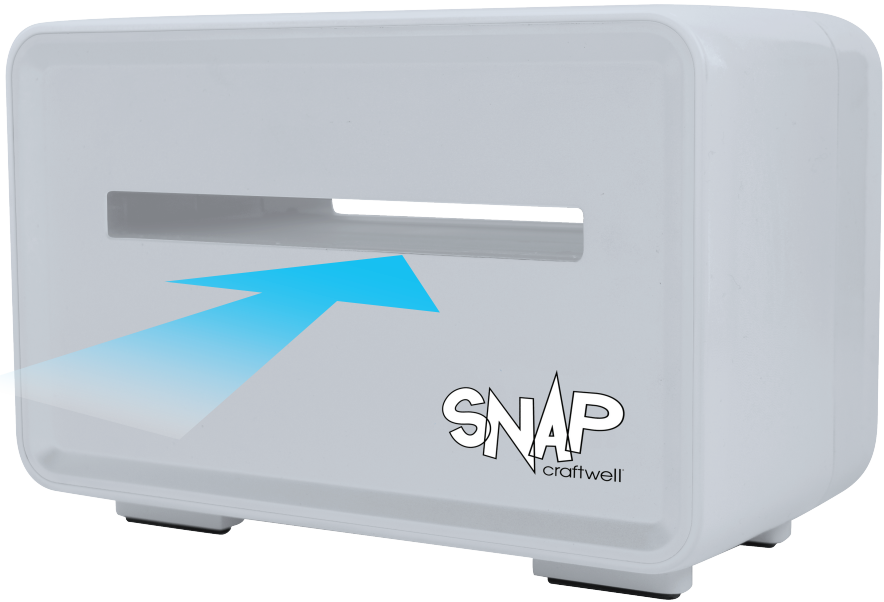
Connect the power adapter (A) to the power cord (C).

Connect the power adapter (A) to the Craftwell SNAP (B).

Connect the power plug (C) to a grounded power outlet.

Press the power button to turn on (D).

## OPERATING YOUR SNAP



Press the power button to turn on the machine. The power button will light up.

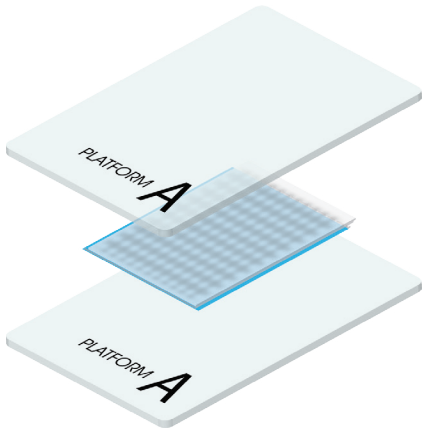
Guide the correct platform combination (as referenced in this manual) into the front of the machine. There may be a click sound to indicate the sensor has been activated.

Feed the platforms into the opening until the machine automatically activates and the platform combination will feed through on its own.

The machine will stop automatically when it reaches the end of the platform combination.



# USING CRAFTWELL™ EMBOSSING FOLDERS



Platform

Embossing Folder  
+ Material

Platform

Position material inside the embossing folder.

Position the embossing folder between two platforms.

Keeping the platform combination straight, guide it into the Craftwell SNAP with a steady forward motion.

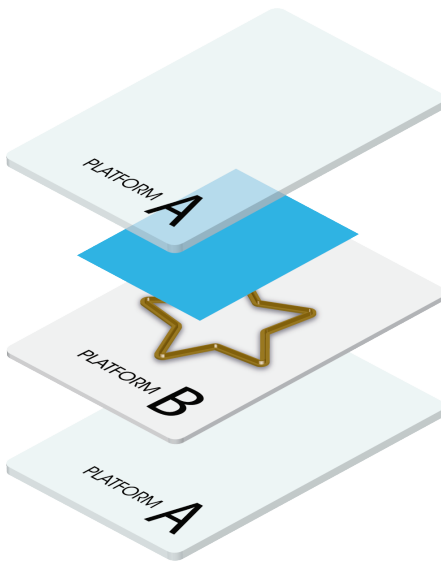
Release the platforms when the rollers begin pulling them into the machine.

Remove the platforms once the motor stops running.

**TIPS:** For best results, experiment with scrap paper first.

For greater pressure, insert a piece of scrap paper between platforms.

# USING CRAFTWELL™ CUTTING DIES



Platform A

Material

Cutting Die

Platform B

Platform A

Position the cutting die, blade side up, smooth side sitting on Platform B and Platform A.

Position the material over the cutting die then place the other Platform A on top of the material.

Keeping the platform combination straight, guide it into the Craftwell SNAP with steady forward motion.

Release the platforms when the rollers begin pulling them into the machine. A cracking sound is normal.

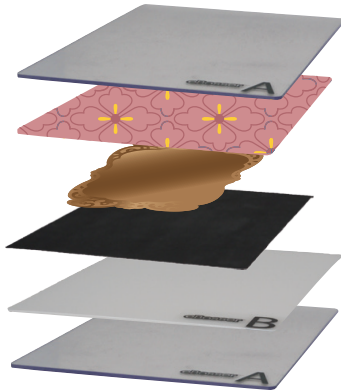
Remove the platforms once the motor stops running.

**TIPS:** Never place Platform B as the very top or the very bottom platform in the combination.

**OPTIONAL:** Place the magnetic shim between platform 'B' & the cutting die if more pressure is needed.

# CUTTING & EMBOSSED WITH THIN METAL DIES

When cutting & embossing with the same thin metal die, use the following combinations in the given order:



Platform A

Thick Cardstock ( $\geq 100\text{lb}/300\text{gsm}$ )

Cutting Die

Magnetic Shim

Platform B

Platform A

Remove the magnetic shim from the combination shown above. Carefully place the embossing mat on top of the cut material & feed through the machine for a second time:



Platform A

Rubber Embossing Mat

Thick Cardstock ( $\geq 100\text{lb}/300\text{gsm}$ )

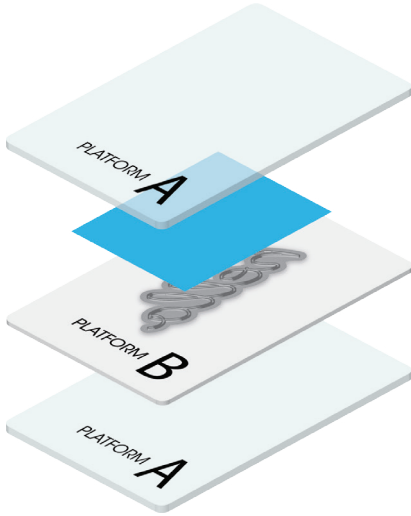
Cutting Die

Platform B

Platform A

**Important:** Never place the magnetic shim or platform 'B' as the top or bottom layer of the platform combination

# USING OTHER BRANDS — THIN METAL DIES



Platform A

Material

Cutting Die

Platform B

Platform A

Position the cutting die, blade side up, smooth side sitting on Platform B and Platform A.

Position the material over the cutting die then place the other Platform A on top of the material.

Keeping the platform combination straight, guide it into the Craftwell SNAP with a steady forward motion.

Release the platforms when the rollers begin pulling them into the machine. A cracking sound is normal.

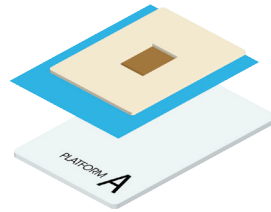
Remove the platforms once the motor stops running.

**TIPS:** Never place Platform B as the very top or the very bottom platform in the combination.

For greater pressure, insert a piece of scrap paper between platforms.

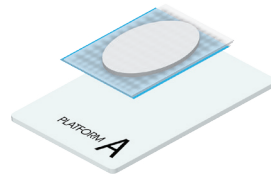
# USING OTHER BRANDS — FOLDERS

Mix & Match  
Embossing Folder



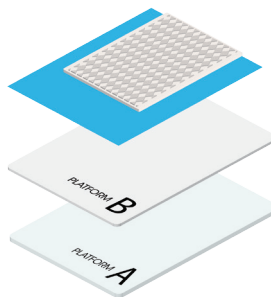
Folder +  
Material  
  
Platform A

Embossing Diffusers



Diffuser +  
Folder +  
Material  
  
Platform A

3D Folders



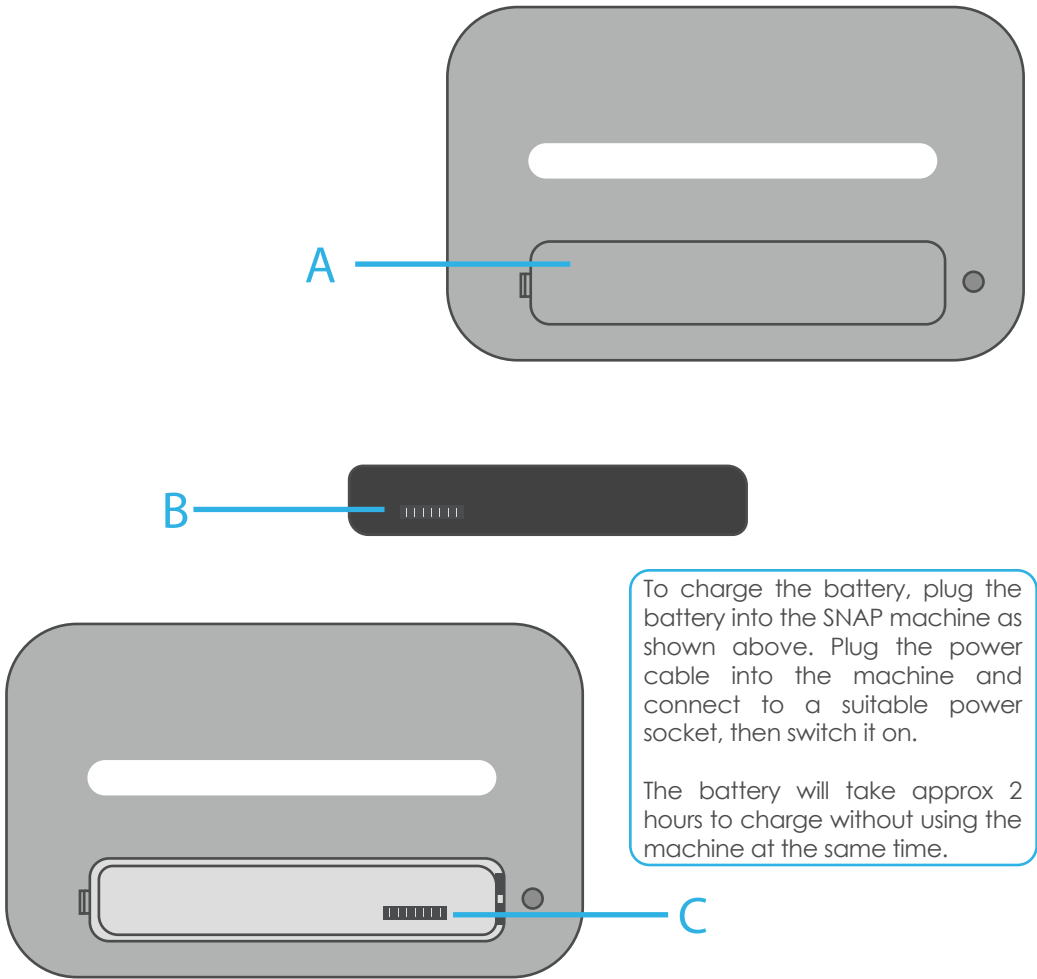
Folder +  
Material  
  
Platform B  
  
Platform A

**TIPS:** Never place Platform B at the very top or the very bottom platform in the combination.

For greater pressure, insert a piece of scrap paper between platforms.



# RECHARGEABLE BATTERY (optional)



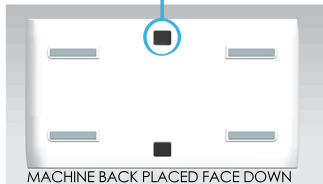
To charge the battery, plug the battery into the SNAP machine as shown above. Plug the power cable into the machine and connect to a suitable power socket, then switch it on.

The battery will take approx 2 hours to charge without using the machine at the same time.

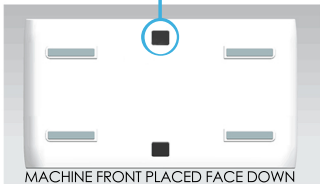
- 1 - Locate the battery compartment on the back of the SNAP.
- 2 - Unlatch battery cover (A) to open it.
- 3 - Slide the battery into the open compartment, ensuring the metal contacts (B) align with the metal contact inside the battery compartment of the SNAP (C).
- 4 - Securely replace the battery cover (A).

# TROUBLESHOOTING

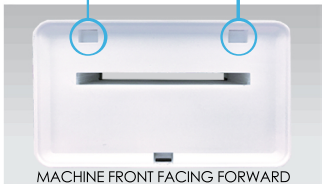
Press Button Under The Machine Located In The Middle At The Top To Release Front Fascia



Remove Battery Cover On Rear Of Machine Before Releasing Back Fascia Button



Place New Fascia Top Hooks Into The Top Of Machine And Lightly Push Bottom Into Place



To change the front fascia, place the machine on it's back so you can see the underside of the machine. Locate the button in the middle at the top and press to release. Gently lift the front fascia off.

To change the rear fascia, place machine on it's front so you can see underside of the machine. Remove battery cover before pressing the button on the underside of the machine, located in the middle. This will release the fascia, gently lift out.

To add new fascia, place the top hooks of the fascia into the machine and lightly push the bottom section of the fascia in until it you see the button in the underside of the machine. Do not force it in, it will break.

If the machine does not turn on, check that the power cord is securely connected to the power adaptor and that the adaptor light is on.

To remove jammed platforms, press and hold the power button until the reverse feature engages and the platforms are released.

If the emboss or cut is not deep enough, try adding a magnetic shim or a rubber embossing mat.

If a portion of the die design does not cut or emboss, fold a piece of paper twice, then place the folded paper on top of the material above the uncut design. Feed the combination back into the machine, the paper will apply additional pressure to that area.

Specification  
Model: Snap  
Dimension: 23 x 13 x 15cm  
Net weight: 4.7kg  
Voltage: 100~240V  
Frequency: 50/60Hz

Made in China

If the material has not cut properly after a second time, check that the die has not been damaged.

If the platforms are rejected from the device, check if too much material has been placed for cutting or embossing.

To minimize warping of platforms, periodically rotate & turn the platforms over with each use.

## Limited Warranty

Craftwell Inc warrants that the SNAP and any SNAP parts and consumables ("Products") will be free from defects in material and workmanship.

The one year warranty on the SNAP and 30 day warranty on accessories are expressly limited to manufacturing defects. Craftwell will repair or replace a defective Product without charge with proof of purchase. If the Product is damaged due to misuse or neglect, the warranty is null and void.

This limited warranty excludes professional or commercial use, and applies only to Products purchased from Craftwell or an authorized Craftwell distributor.

To register your SNAP and see full details of this limited warranty, visit [craftwellusa.com](http://craftwellusa.com).

DIE CUTTING MADE SIMPLE & EASY

---

LIGHT & COMPACT WITH A SMALLER FOOTPRINT THAN  
MOST AUTOMATIC DIE CUTTING MACHINES

---

THE ONLY THIN METAL DIE CUTTER YOU WILL EVER NEED

VISIT [CRAFTWELLUSA.COM](http://CRAFTWELLUSA.COM) FOR  
INFORMATION, CRAFT INSPIRATION  
& MUCH, MUCH MORE!



22912/409298.000.000 Snap Machine- Teal with UK/US  
23358/439400.000.000 Lithium Battery

The Snap logo & mark are trademarks of Craftwell Inc.  
129-09 26th Avenue, Suite 405, Flushing, NY 11354  
Designed in the USA • Manufactured in China  
Distributed by Ideal Sourcing Ltd, PE1 5WG, UK.