

Invention relates to packaging equipment, specifically presses used to produce cardboard packaging blanks for food and industrial products. The claimed automatic die cutting press comprises a flat punching mold mounted on a fixed plate and a movable pressure plate. It is equipped with left and right tie rods that move along vertical fixed guides; these are rigidly connected on one side to the movable pressure plate, which moves along the vertical fixed guides via guide bushings of the movable pressure plate, and on the other side are rigidly connected to movable flat cams for longitudinal movement, in the grooves of which rollers capable of rotation move; these rollers are pivotally connected to levers and cranks. The invention consists in ensuring strictly vertical movement of the pressure plate during both the working and idle strokes by preventing oscillatory motion.