
Subject: New Polished Colors Coming October 17th!
Posted by [natalia](#) on Wed, 10 Oct 2012 20:57:16 GMT
[View Forum Message](#) <> [Reply to Message](#)

Hi everyone,

We are very excited to share that we have improved our dyeing processes and quality, and are launching new colors next week in our Strong & Flexible family!

Starting October 17, you and your customers will be able to order 3D prints in our dyed & polished red, purple, as well as two new colors: blue and hot pink. The new dyes are a potent mixture of pigment and dye which saturates both the surface and the interior of the nylon plastic. The results are vibrant and consistent, and means that the colors will last longer and appear brighter.

Most excitingly, all Colored Strong & Flexible plastics will now be polished first. By polishing and then dyeing, 3D prints look and feel like final products – the quality rivals what you can find in a store. We've gotten great feedback on the quality, consistency, and aesthetic, both from designers and people not as familiar with 3D printing.

This is the first of many more colors we'll be introducing. We chose to add blue and pink based on your feedback – we can't wait to see what you design for these colors!

Your Shapeways Shop: What does this mean for you?

On October 17th, you will have the ability to add these colors as a new material option for your customers – with enough time to get some samples before the holiday season kicks off!

If you currently have colored products in your shop, these will be added automatically as we want to enabled, though we will not automatically enable blue and pink. That's up to your discretion!

If you do not have colored products in your shop, you will have the opportunity to add these material options starting October 17th.

Important to note - we have found that a very small number of models are either too big or too fragile to polish and will need to be modified if you'd like to offer them in dyed & polished colors. If yours falls into this category, we will send you a separate note shortly with some specific suggestions.

New Colors: Properties and Design Guidelines

The design rules are slightly different as the models have to withstand polishing first. The bounding box for polished colors is slightly smaller at 150x150x150mm and the minimum

unsupported wires is 0.9mm.

For more details, please see the Product Detail page here and refer to the design rules for polished products: <http://www.shapeways.com/materials/strong-flexible-design-guidelines>

Remember, you can still order White and Black Strong and Flexible in unpolished.

Pricing

To celebrate this new addition and help you prepare your shop for the holiday season, all colored Strong & Flexible plastics will be 10% off until October 31st.

Thereafter, the prices will be:

WSF - \$1.50 startup, \$1.40 per cc - no change

BSF - no price change

WSFP - \$2.00 startup, \$1.50 per cc

CSFP - \$2.25 startup, \$1.50 per cc

What this means is, excluding black, everything over 2cc will now be cheaper. That's right, not only are we introducing new polished colors, we're making them cheaper too!

So try them out! Print your models in these vibrant new colors, upload photos to your shop pages and get ready to wow your customers for the holidays.

As always, if you have any feedback or questions, let us know!

Best,

Natalia & the Shapeways Team
