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Subject: New price structure  
Posted by [stannum](#) on Wed, 21 Sep 2011 17:55:05 GMT  
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This should probably be in Official Announcements  
<http://www.shapeways.com/blog/archives/1012-An-Update-to-the-Shapeways-Pricing-Structure.html>

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Subject: Re: New price structure  
Posted by [aegidian](#) on Wed, 21 Sep 2011 18:03:13 GMT  
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Will the \$25 minimum still apply?

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Subject: Re: New price structure  
Posted by [nancyliang](#) on Wed, 21 Sep 2011 19:22:00 GMT  
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Nope! There will not be a minimum order size anymore.

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Subject: Re: New price structure  
Posted by [mctrivia](#) on Wed, 21 Sep 2011 19:27:13 GMT  
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yah to no minimum order. Boo to Changing prices before implementing CSV Input. That is a ridiculous amount of work to adapt for new pricing scheme

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Subject: Re: New price structure  
Posted by [nancyliang](#) on Wed, 21 Sep 2011 19:40:10 GMT  
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Who says we won't release a new tool before the pricing changes? It might even be a CSV...

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Subject: Re: New price structure

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Posted by [mctrivia](#) on Wed, 21 Sep 2011 19:45:40 GMT  
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well that would be great. Mentioning something like that before releasing price change notice may stop a few people from having heart attacks. Without CSV that would be a good 20+ hours work.

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Subject: Re: New price structure  
Posted by [glehn](#) on Thu, 22 Sep 2011 00:09:36 GMT  
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\$19.99 for shipping to the rest of the world? My orders will become VERY expensive...  
I believe most of my customers are from US and Europe so they may not feel that. But all the test prints that I order for myself...

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Subject: Re: New price structure  
Posted by [mctrivia](#) on Thu, 22 Sep 2011 00:26:15 GMT  
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maybe shapeways can offer a testing service. Say \$3 will photograph in high quality for you. \$5 will do some simple tests. Then instead of shipping they recycle the print. May be worth it for some people.

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Subject: Re: New price structure  
Posted by [duann](#) on Thu, 22 Sep 2011 00:34:32 GMT  
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Thanks Stannum,

Please direct any questions here or to the blog so that everyone can find them easily and we can respond to any feedback.

I will try and generate a few case studies on pricing.

Attached is a spreadsheet with all pricing and a calculator, enter cm3 to get a price for your models, also a column for mark-up if you want to test that too.

UPDATE: See Later iteration of spreadsheet now attached

## File Attachments

1) [Shapeways\\_Material\\_Price\\_Calc.xls](#), downloaded 134 times

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Subject: Re: New price structure

Posted by [bluelinegecko](#) on Thu, 22 Sep 2011 01:01:16 GMT

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Since the majority of my models for sale were made in the 2-2.5cm<sup>3</sup> range, the new pricing structure in stainless just increased the price of most of my models over 20%. Not having the free shipping will probably cost me the majority of my potential sales

The sad thing is that I thought with the opening of the NY distribution center that the prices were actually going to go DOWN.

From my rough calculations it looks like the majority of us wont see any benefit to the new pricing structure unless the models exceed 7cm<sup>3</sup> in volume.

If shapeways wants to reduce some of the time spent on determining if a model is printable or not they need to find some way of designating models as printable once they are successfully printed. I've had a few models incorrectly rejected more than once for the same reason (They assumed the model contained multiple parts even though it was one piece intended to look like multiple parts).

Is there a typo on the price list for stainless steel? I mean... it only cost \$1.50 more under the new price to have ANY size model in the bronze finish, and only \$3 more in the new price structure to have an Item GOLD plated? I would think you could cut plain stainless a bit of a price break. And you guys have always been a LOT better priced than ponoko in the past.

Stainless Steel. (2.5 cm<sup>3</sup>)

Shapeways current pricing (2.5x\$10/cm<sup>3</sup>)

\$25 + \$0 shipping

Shapeways NEW pricing

(2.5 x \$8/cm<sup>3</sup> = \$20 +6.00 handling fee = 26.50

+6.50 shipping (U.S. assuming 1 model bought) = \$33.00 (a 32% price increase)

PONOKO's pricing (non member)

(2.5 x 10.53/cm3 = 26.33 + \$5 shipping = \$31.33 total)

PONOKO's pricing (prime membership)

(2.5 x 10.10/cm3 = 25.25 + \$0 shipping = \$25.25 total)

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Subject: Re: New price structure  
Posted by [duann](#) on Thu, 22 Sep 2011 01:47:53 GMT  
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Hi bluelinegecko

This change does reflect the cost of production, at 3cm3 stainless steel matches the current price, after that it is cheaper.

Calculating the postage means that bigger orders will lower your shipping cost. I am also unsure about the shipping calculations for Ponoko as a comparison. In my experience within the US something of that scale would cost a minimum of \$9 to ship? Unless there have been some changes.

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Subject: Re: New price structure  
Posted by [stannum](#) on Thu, 22 Sep 2011 01:57:09 GMT  
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Taking current prices:

	start	cm3	
Alumide	1.5	1.99	
Antique Bronze Glossy	0	*	12. 10. 9. 8.
Antique Bronze Matte	0	*	12. 10. 9. 8.
Frosted Detail	5.	2.39	
Frosted Ultra Detail	5.	3.49	
Full Color Sandstone	1.5	0.99	
Gold Plated Glossy	0	*	23. 11. 10. 9.
Gold Plated Matte	0	*	20. 11. 10. 9.
Grey Robust	0	2.50	
High Gloss Black Glass	5.	6.99	

High Gloss White Glass	5.	6.99
Milky White Matter Glass	5.	5.99
Sandstone	1.5	0.99
Silver	20.	20. (min 1 cm3)
Silver Glossy	30.	20. (min 1 cm3)
Stainless Steel	0	10.
Transparent Detail	0	2.77
White Detail	0	2.89
Black Detail	0	2.9
White Strong & Flexible	1.5	1.5
White Strong & Flexible Polished	1.5	1.75
Black Strong & Flexible	4.	1.78
Dark Grey Strong & Flexible	4.	1.99
Indigo Strong & Flexible	4.	1.99
Red Strong & Flexible	4.	1.99

\* Each band billed differently and accumulative:  
 1 cm3 minimum | 1st-5th | 5th-10th | above 10th  
 (8 cm3 will be A + B\*4 + C\*3 + D\*0)

The results are that:

- No matter how big the model is, prices increased for TD, WD, BD, both Silvers & all Glass (and then add shipping increase).
- No matter how big, base prices are the same for Alumide, FD & FUD, but shipping is extra so prices increased by that amount.
- The rest is variable depending in volume and destination. For example WSF is cheaper above 65-200 cm3 (for non dense items), Robust above 17-44 cm3 or SS above 6.25-13 cm3. Best seems to be Gold Plated Glossy with 1-2.27 cm3.

Corrections and extra examples welcome.

Subject: Re: New price structure

Posted by [bluelinegecko](#) on Thu, 22 Sep 2011 01:59:25 GMT

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Yes, bigger orders will lower my shipping costs and when I order my own models in the future I will surely place larger orders. But this greatly affects my co-creators. All of my sales have been single orders through them, so that effectively raised those potential customer prices 25-33%.

Even if I chose to take orders through ebay/etsy, etc and have the items shipped to me to save on

shipping, the price will be just as high for me to ship the items out to my customers directly.

I still don't understand the pricing as it relates to gold plated/bronze/stainless. I would think the post processing would cost more than \$1.5 - \$3.00

How about giving free shipping or a discount on the handling fees to co-creators items only?

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Subject: Re: New price structure  
Posted by [stannum](#) on Thu, 22 Sep 2011 03:39:58 GMT  
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Larger orders is a logical step, and one thing has to be enabled or given as option with this new structure: all-or-nothing orders. If one item is cancelled, automatically cancelling the full order was a reasonable action, now even more so.

Say you order a handful of items and all but one or two are unprintable, or maybe half of them. That is pretty common when testing. Before it was just waiting for enough items for 25 again, now if you are unlucky it would mean paying shipping for every one or two, negating the incentive to group items and hit the declared target of efficiency.

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Subject: Re: New price structure  
Posted by [tebee](#) on Thu, 22 Sep 2011 05:10:19 GMT  
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Eh? I've just downloaded the spreadsheet in the above post but the cost (column "E") appears to be a fixed figure and not calculated from the volume.

I'm using Libre-office, but I'll double check on the computer downstairs with MS Office when I get up.

Tom

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Subject: Re: New price structure  
Posted by [duann](#) on Thu, 22 Sep 2011 05:58:38 GMT  
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Hmm, weirdness.

Export from google docs, worked in (ahem) apple numbers

Let me retest,

Formula is easy  $B2+C2*D2$

copied down it should work.

Let me know how you go.

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### File Attachments

1) [Shapeways\\_Material\\_Price\\_Calc.xls](#), downloaded 102 times

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Subject: Re: New price structure  
Posted by [pfeiffer stylez](#) on Thu, 22 Sep 2011 10:08:49 GMT  
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Will multiple objects per file be allowed ?  
(Especially for all the "Detail" materials...)

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Subject: Re: New price structure  
Posted by [roofoo](#) on Thu, 22 Sep 2011 12:55:16 GMT  
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duann wrote on Thu, 22 September 2011 01:47Hi bluelinegecko

This change does reflect the cost of production, at 3cm3 stainless steel matches the current price, after that it is cheaper.

Calculating the postage means that bigger orders will lower your shipping cost. I am also unsure about the shipping calculations for Ponoko as a comparison. In my experience within the US something of that scale would cost a minimum of \$9 to ship? Unless there have been some changes.

Except all my models are less than 2cm<sup>3</sup>, I'm selling jewelry, not airplane parts. Not to mention import fees and UPS fees for orders larger than about \$35-\$40. So this really does hurt my bottom line tremendously. I'm still not clear how it costs the same to handle a small model as it does large ones. I would think it takes less time and effort to print and finish smaller objects than large bulky items.

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Subject: Re: New price structure  
Posted by [tessman](#) on Thu, 22 Sep 2011 13:49:21 GMT  
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I'd suggest a line for WSF with > 10% density, for the discount. I'm not sure how many people this affects, though (I'm borderline, myself).

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Subject: Re: New price structure  
Posted by [mo-design](#) on Thu, 22 Sep 2011 13:51:35 GMT  
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Hello,

first of all I want to say that I like the systematic of the new price system. So it is clear for each customer for what he pays.

Of course I dislike that you increased the cost for most materials. But if it is necessary to fit your afford than it has to be done.

As you claim now handling cost for all materials I highly wish that you invent an (semi-)automatic sprue system. 3D printing is a flexible technology and it should still be possible to order a collection of small items for a reasonable price.

I can create bulks of my products, but than the flexibility for the customer is lost and he is limited to products of one designer. That cannot be the idea of 3D printing.

So on you have to check my designs every time I upload a new bulk collection, whereas with a server side sprue system the items in the shops will not change each order. Also you can arrange the items so that they fit optimal the production space in the printer. The handling costs will reduce for you and also for the customer.

At least as long as your site updates will be in this quality, I am not willing to design sprues in my bulk packages. Because I have no benefit of it, only more design time and higher volume.

King regards  
Michael

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Subject: Re: New price structure  
Posted by [Youknowwho4eva](#) on Thu, 22 Sep 2011 13:56:12 GMT  
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roofoo wrote on Thu, 22 September 2011 12:55

Except all my models are less than 2cm<sup>3</sup>, I'm selling jewelry, not airplane parts. Not to mention import fees and UPS fees for orders larger than about \$35-\$40. So this really does hurt my bottom line tremendously. I'm still not clear how it costs the same to handle a small model as it does large ones. I would think it takes less time and effort to print and finish smaller objects than large bulky items.

As far as the handling, small parts have several difficulties. Finding them in the powder, most smaller items have smaller details so cleaning excess material is more difficult in all materials. imagine trying to dye, or glaze these things that are so tiny, imagine with silver and stainless, how fragile the green parts are. You have to be even more careful with a tiny piece not to break it than a larger piece.

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Subject: Re: New price structure  
Posted by [Bunrattypark](#) on Thu, 22 Sep 2011 19:43:46 GMT  
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I don't have the luxury of time to spend an evening browsing my new pricing, and all the threads relating to the new page layout. Two questions, please. How do I account for the 10% discount on WSF, and WHERE is the figure for volume on the new page layout? How can I insert cm<sup>3</sup> when I don't know what it is?

This is all very, very confusing for someone who can only afford a few minutes each night on the Shapeways site. I haven't the time to re-learn everything. I love the new arrangement of the renders and/or photographs. Everything else is too complicated and confusing. Whatever happened to KISS (Keep It Simple Stupid)?

Many thanks.

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Subject: Re: New price structure  
Posted by [tessman](#) on Thu, 22 Sep 2011 20:13:40 GMT  
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There's a slider on the upper left of the page "Edit Page" that you have to click to show volume, which appears right next to the dimensions. Inconvenient, isn't it?

From what I understand, the volume discount for 10% density or higher will work the same as now, but with a lower rate, so the price will be  $\$1.50 + \$1.40 * (\text{volume up to } 20 \text{ cm}^3) + \$0.70 * (\text{volume above } 20 \text{ cm}^3)$ .

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Subject: Re: New price structure  
Posted by [tessman](#) on Thu, 22 Sep 2011 20:15:26 GMT  
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upper right (the other left)

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Subject: Re: New price structure  
Posted by [Bunrattypark](#) on Thu, 22 Sep 2011 22:06:39 GMT  
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Understood, many thanks!

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Subject: Re: New price structure  
Posted by [cadalu](#) on Fri, 23 Sep 2011 04:25:17 GMT  
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Sorry if I missed it, are multiple parts per file ok?

Well, you guys made me feel better about the download files being corrupt and unusable, I'll have to wait for the 1st to order silver anyways.

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Subject: Re: New price structure  
Posted by [roofoo](#) on Fri, 23 Sep 2011 12:14:21 GMT  
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How will the new pricing affect items like earrings that come in a pair? Is that going to be one handling fee or two?

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Subject: Re: New price structure  
Posted by [mctrivia](#) on Fri, 23 Sep 2011 12:16:15 GMT  
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probably 1 per stl like it was before in WSF and other materials that had the startup cost.

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Subject: Re: New price structure  
Posted by [Youknowwho4eva](#) on Fri, 23 Sep 2011 12:57:04 GMT  
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roofoo wrote on Fri, 23 September 2011 12:14How will the new pricing affect items like earrings that come in a pair? Is that going to be one handling fee or two?

It will be the same as now. One startup/handleing fee per pair.

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Subject: Re: New price structure  
Posted by [aegidian](#) on Fri, 23 Sep 2011 13:25:24 GMT  
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Reading between the lines about multiple parts per file - Shapeways would obviously prefer to discourage this as multiple parts increase the time spent handling each model dramatically.

I'm aware of this as I sell several sets of dice and miniatures (up to ten in a set) and I've had occasion to have a model rejected because of it having too many parts.

This led to a short discussion by email of the problem, and the likely outcome is that Shapeways is going to begin rejecting models that consist of too many disconnected parts (IIRC the limit may well be twelve separate parts, although with the new pricing structure they may reduce this.)

I can see the need for Shapeways to make a public decision about this (rather than the 'Gentlemans agreement' mentioned in the last Shapeways Live.)

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Subject: Re: New price structure

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If only one part per model becomes enforced, then it more-or-less kills a huge proportion of their customer base. (A reasonable upper limit would be acceptable, of course; a dozen seems fair - but that is for me, not other folk, of course.)

For one, it will kill a lot (if not most of) the miniatures modellers, myself included: there is no point using Shapeways if it becomes far more expensive than metal. (How can you do tanks, for instance, if you are obliged to do the turret and hull as seperate models?) If you can economically only use it for master creation - well, frankly, there are far better services out there for that job. There has been a really burgeoning starship modelling community, but Shapeways is looming very close to losing nearly the entirety of it at it's current rate (as well as getting all the bad publicity fall out).

(And Shapeways cannot be unaware of it, given that they are releasing that 3D random starship generator - though the existance does make it seem like they don't really quite understand the market there.)

And what about stuff like Oskar's puzzles, which have a reputation enough that even I, someone who is solely interested in miniatures, have heard of? For what I can gather from his shop (without seeing the 3D images, thanks to the delightful new product page) they are either composed of multiple pieces (as a kit or in-situ) or sprued together... And I can't imagine that even if they are sprued they can be easy to clean. (Or does that sort of thing get a pass because it's already expensive?)

At the end of the day, if Shapeways wants to function as a universal 3D printer service, it's going to have to grit their teeth and realise that people are going to want small things printed, sometimes. It's part of the job. Shapeways is in a good position now because it is about the only one who is cheap, and getting a reputation. When it loses that advantage, when other companies start to follow suite (and it's inevitable they will) or the price of the machines themselves and the reliability comes down (and it's well on it's way, sometimes within the next 2-5 years), there will be no reason to stick with Shapeways if they can't offer a competative service.

(There's already a miniatures company in England that's somehow producing (solid) 1/72nd and 1/144 vehicles at half the price of what it would cost in WSF from Shapeways but with a finish closer to WD. (No, I don't know how they are doing that. I suspect they have access to an industrial-engineering grade machine (i.e. one that does something like Formula One prototyping or something.)). Point is, it's coming steadily.

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**Subject: Re: New price structure**

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Posted by [nancyliang](#) on Fri, 23 Sep 2011 16:09:01 GMT  
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Hey guys,

First, you all propose interesting points and difficult questions. There's no magic solution for this. The truth is, that printing individual pieces does make it incredibly difficult to sort and thus raise the cost in labor.

Second, we don't want to inhibit any creativity of our community. Reasonable bundling (puzzles, sets, earrings) does make sense. We don't want to penalize you guys for creating sets that makes sense. There are people, though, who bundle together a few items that should be distinct to get around the start up costs. Unfortunately, these in the end, will raise the price for everybody because the costs as a whole will increase at an imbalanced rate to the revenue.

In the end, we are working on tools to better detect distinct parts and will charge accordingly. However, we also recognize that certain items are natural sets (ie earrings) and are conceptually "one item." Rather than just raising the price for everybody, we will also come out with some suggestions on how to create sprues that lower labor (there are ways of creating sprues that actually adds to handling labor and having a lot of people bundle sprues in a way to makes it more difficult to handle also raise the cost for everybody), and how to create cages for loose parts. If there are any other brilliant ideas on bundling, please let me know.

I hope that addresses some of your questions.

Thanks,  
Nancy

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Subject: Re: New price structure  
Posted by [Tbmod](#) on Fri, 23 Sep 2011 16:26:38 GMT  
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I personally, make quite a lot of things in bulk packs as, if I were to do them individually, the start-up cost would exceed the material cost and they would be priced out of the market.

I'm re-selling them , individually or in pairs on eBay, but after I've treated them myself ( I've dyed or painted them , sometimes assembling with other non-Shapeways parts)

I've tried sprueing these parts together but was unable to get a decent answer as to whether this was a good idea or just made it harder to handle.

After most of them arrived here with the sprues broken or missing completely I've now abandoned using them.

So far no one has ever contacted me to say I've been putting too many models in one STL file.

Tom

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Subject: Re: New price structure

Posted by [AotrsCommander](#) on Fri, 23 Sep 2011 16:38:30 GMT

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nancyliang wrote on Fri, 23 September 2011 16:09

In the end, we are working on tools to better detect distinct parts and will charge accordingly. However, we also recognize that certain items are natural sets (ie earrings) and are conceptually "one item." Rather than just raising the price for everybody, we will also come out with some suggestions on how to create sprues that lower labor (there are ways of creating sprues that actually adds to handling labor and having a lot of people bundle sprues in a way to makes it more difficult to handle also raise the cost for everybody), and how to create cages for loose parts. If there are any other brilliant ideas on bundling, please let me know.

I hope that addresses some of your questions.

Thanks,  
Nancy

I don't see how you can even begin to do that without human effort and arbitrarily assigning weight to certain types of product. I don't see how you can fairly assign a split. If you say, yes, earrings and puzzles are allowed to be in multiple pieces, but badges or miniatures aren't?

And are you really suggesting that the folks making earrings, for example, are going to have to start using sprues or cages? In metal, with the wall thickness of those materials? Sprues in plastic is all well and good but I imagine in metal they'll be a nightmare to remove (unless you are going to spend the time to do it yourselves, rather than the end user.)

Not too mention that, once again, this means increased cost to the customer (not so much to me, as I work in the cheap stuff but it'll be quite considerable for those wanting metal.) And not having sprues is an advantages of 3D printing in the first.

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Subject: Re: New price structure

Posted by [stop4stuff](#) on Fri, 23 Sep 2011 20:13:02 GMT  
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So where does chain malle come into the equation?

Imagine, I submit a 800 ring chain maille model, the software picks it up as 200 individual models joined by 600 links... or worse, it could be the other way around. Obviously, WSF or FUD only (metals are a no no)

Now ^ that was a stupid example... but?

'Adapt & survive' is my catch phrase for the week - that's what Shapeways are doing with the restructuring... gotta go with the flow, sink or swim and all that.

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Subject: Re: New price structure  
Posted by [TurtlesAreCool](#) on Mon, 26 Sep 2011 03:00:51 GMT  
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I went to order another copy of my heart ornament, in order to test the Co-Creator platform to make sure I understand how that works before someone else decides to buy one.

I was a little surprised at the price of the stainless steel for my model. My earlier order cost about \$40, since the model is nearly 4 cm<sup>3</sup>. This order comes to \$50.

Another oddity: Every single price is rounded to the nearest 5 cents.

This is a screenshot from the spreadsheet I created when the new pricing model was announced. I copied the column for 4 cm<sup>3</sup> from the old and new models ("old" and "new" columns, respectively). I also copied down the current price I see for my model. This is the "current" column.

So, what happened? I'm willing to assume an error on someone's part, as this does not seem to represent what was communicated last week.

One important note: The error shows up on that particular model (which is a co-creator), but not on the other models I checked, which are still using the old pricing structure.

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Subject: Re: New price structure  
Posted by [TomZ](#) on Mon, 26 Sep 2011 06:08:17 GMT  
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Puzzles are actually reasonably easy to handle. With WSF it is possible to build a sinterbox around them which keeps the parts contained - it's sort of a wire mesh box. Cleaning is quite easy and is done with the parts contained in the sinterbox so it hardly is any more work than cleaning one model.

However, Shapeways does not ship the parts inside of the sinterbox and counts all the parts by hand. If a part goes missing it's apparently a lot of work to figure out which one it is - this is apparently the worst of handling puzzles.

I think that trying to write software that detects multiple parts is a waste of time. I think you should rather do a manual check which also allows you greater flexibility in allowing some leeway. You might allow a first-time customer to make this mistake once, sending out the order along with a warning "please don't do this again". For experienced designers you would just refuse to print a multi part model.

There are two things that annoy me about the current WSF pricing:

- The incentive to hollow parts unnecessarily. I make all my puzzles with 0.7mm hollow parts while the actual cost for making solid parts is very tiny. This is annoying because I would prefer solid parts (nicer feel, weight, less work to design) but the pricing greatly discourages it.
- The fact that with the startup fee, we're forced to stack parts in one file (or do the high poly/composite model thing). The truth is that counting the parts and figuring out which ones are missing would be infinitely easier if we could just supply the parts one model per part instead of one model per puzzle. Though obviously amending this would need some way to make a part group of various models so customers can order easily.

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Subject: Re: New price structure  
Posted by [lensman](#) on Mon, 26 Sep 2011 16:07:04 GMT  
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bluelinegecko wrote on Thu, 22 September 2011 01:01Stainless Steel. (2.5 cm3)

Shapeways current pricing (2.5x\$10/cm3)  
\$25 + \$0 shipping

Shapeways NEW pricing

(2.5 x \$8/cm<sup>3</sup> = \$20 +6.00 handling fee = 26.50  
+6.50 shipping (U.S. assuming 1 model bought) = \$33.00 (a 32% price increase)

PONOKO's pricing (non member)  
(2.5 x 10.53/cm<sup>3</sup> = 26.33 + \$5 shipping = \$31.33 total)

PONOKO's pricing (prime membership)  
(2.5 x 10.10/cm<sup>3</sup> = 25.25 + \$0 shipping = \$25.25 total)

\*AND\* Ponoko ships by mail, not UPS, (I've only used them once so I assume that's still the case) and THAT alone would save me a minimum EXTRA \$14 charge from UPS at my door!

Glenn

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Subject: Re: New price structure  
Posted by [razh00](#) on Thu, 29 Sep 2011 17:41:31 GMT  
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sadly ill have to consider another options like imaterialize and ponoko.

I was really really happy with the service of shapeways even though the last orders were delayed...

I dont like that changes and ill start production in another company even considering they are still a little more expensive.

bye shapeways

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Subject: Re: New price structure  
Posted by [designerica](#) on Thu, 29 Sep 2011 18:09:32 GMT  
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this is what you are doing:  
forcing us all to put multiple parts into one file to save money if our files are small.

you were already doing this before with many of your materials. now you are doing it on all of them.

the result of your "philosophy" is that you are NOT a retailer, you are a wholesaler. you only make affordable small products when we order multiple parts in the same file. not even the same order.

what this means for me: i will never place an order without putting many parts into one file. fine, this new pricing structure WILL save me money, because i will basically be cheating the system. you will be removing spews from 20 rings for the price of 1. OK with me. maybe not so OK with you, as i doubt this is your goal.

this is exactly the same as having a handling charge per material in an order rather than per part. you seem to allow this, so why not be honest about it? if you implemented a handling fee \*per material\* in an order rather than \*per file\*, i wouldn't have to upload a new file every time i made an order. all you're doing is wasting my time and your server space making me upload a million files.

you're not looking at the big picture. the result of this price change will not be the one you are looking for.

as for the rest of you- if you still want to sell through your printer, try the company out of new zealand. but i suggest merging parts into one file and selling on a site where everything ISN'T 3D printed and your stuff can have more impact.

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Subject: Re: New price structure  
Posted by [B1lancer](#) on Thu, 29 Sep 2011 18:13:53 GMT  
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I understand that Shapeways want to streamline their operation, but if a user is to put the effort in to design products to make them more efficient to produce they should not be penalised by paying a higher price.

Because many of my models are small the new price means it'll be more work to produce my models to be printed more efficiently but instead of me seeing a benefit I am charged more and Shapeways are increasing their profits.

Why does it cost \$9.50 to send a package weighing only a few grams? And why is shipping almost 1/3rd cheaper to the U.S. when I live 1/10th of the distance away?

I order nothing like the number of models from Shapeways I used to; I have hardly added anything

public to my shop in recent months and this is because I am disappointed in the way Shapeways are going. I used to love Shapeways but now with the long lead times, increase in prices for my models and cancellation of customers orders because a model is "too thin to print" despite being printed 30-40 times before I am now lacking the enthusiasm to produce more models.

Sad regards,

Jack

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Subject: Re: New price structure  
Posted by [stop4stuff](#) on Thu, 29 Sep 2011 18:17:33 GMT  
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designerica (respectfully) did you view the last SW Live yet?  
My summary is that the pricing structure re-vamp is needed for SW to carry on providing their 3D printing services. Yes, it has made me re-evaluate my stance, adapt to survive and all that.

---

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Subject: Re: New price structure  
Posted by [designerica](#) on Thu, 29 Sep 2011 18:20:34 GMT  
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oh and yes, UPS sucks. USPS would be better. i've mentioned before that i'd even rather spend my own time and pick up from the new york office than deal with UPS in some cases. sometimes they deliver in 1 day, but other times they are just unbearable.

as for detecting multiple parts in a file (now that i read the rest of the comments on the forums since the blog comments seem to be shut down), if you start in with that i'll definitely be moving to prometal for my manufacturing because you forced me to design small, thin objects to be able to sell them affordably and now i like my designs and want to continue to produce them as they are, and if you make it impossible for me to produce them affordably i will certainly go elsewhere for my printing services. i already pay ponoko club membership for my laser cutting.

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Subject: Re: New price structure  
Posted by [designerica](#) on Thu, 29 Sep 2011 18:39:55 GMT  
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no, ana, i hadn't. i've been working like crazy to repackage and mail out the shipments from shapeways that arrived late to me. i spent yesterday afternoon trying reach someone at shapeways about the order that was promised and failed to arrive. then last night was the jewish new year. plus i'm sick. i have not had a chance to watch it all but i just watched some of it.

i understand what you are saying, but it doesn't change the fact that in order to maintain my prices on the small items i have already been producing i would have to continue to bundle them or go elsewhere. i have the facilities to do my own spew removal on the steel, and i'm getting no benefit from your retail portal.

the last time a co-creator model was ordered from me, i uploaded a file immediately and even though i could see it in your system, it was considered lost and a month later i was asked to upload it again after the customer contacted me and i contacted shapeways. so the co-creator platform doesn't work right, either.

so please, tell us all, what would we be getting from shapeways that i couldn't get elsewhere?

i really really really think you're biting off more than you can chew trying to figure out manufacturing AND retailing at once.

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Subject: Re: New price structure  
Posted by [stop4stuff](#) on Thu, 29 Sep 2011 18:46:45 GMT  
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me != ana, she's much more pretty and i've got a beard...

sounds like you've been having a rough time... chin up

---

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Subject: Re: New price structure  
Posted by [Tbmod](#) on Thu, 29 Sep 2011 18:49:17 GMT  
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I'm guessing Shapeways always uses UPS as they have an exclusive deal with them which gives them access some very keen pricing. So 90% of the customers benefit by getting cheap posting but a few suffer through UPS excessive service charges and maybe poor service in some areas. I've always found the subcontractor who does my UPS deliveries here fine so I'm in the happy 90%.

Just to give you an illustration of how good a deal Shapeways is getting I looked at sending a small package but the same service Shapeways uses. I was quoted 26 Euros . So if I want to use that service I have to pay 30% more that the 25\$ Shapeways minimum order - and Shapeways has to do all the handling and of course actually produce the item for that !

Someone at Shapeways was a mean negotiator when they got their deal !

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Subject: Re: New price structure  
Posted by [designerica](#) on Thu, 29 Sep 2011 18:49:55 GMT  
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oh ha ha sorry.

i'm really having a tough week. yes. ups screwed up, shapeways screwed up, prometal screwed up, i screwed up, i got sick.

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Subject: Re: New price structure  
Posted by [roofoo](#) on Thu, 29 Sep 2011 19:02:04 GMT  
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I feel for you Erica, the new pricing scheme has me tearing my hair out too (not that I had much left anyway.) lol.

I understand Shapeways is a business, and needs to keep afloat, but if they alienate customers who design and buy small items, that won't be helping their bottom line either, they will just go someplace else.

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Subject: Re: New price structure  
Posted by [designerica](#) on Thu, 29 Sep 2011 19:09:35 GMT  
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when i cast something, a larger, more complex item requires more sprues. more sprues= more finishing work.

is that NOT true in this case? does a large complex metal sculpture require only one sprue just like my tiny ring?

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Subject: Re: New price structure  
Posted by [SonOfCann](#) on Thu, 29 Sep 2011 19:16:46 GMT  
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I can't add anything to the 'miniatures' debate that hasn't already been stated. As much as I understand the position Shapeways are in, I'm sure they can understand why I will be looking elsewhere for a cheaper alternative (and if nothing turns up, I shall be crawling back).

I would like to know if we are to pay shipping fees can we assume our orders will arrive on time? Out of all the orders I've made with Shapeways an alarming amount have been delayed (some a few days, some weeks). It never bothered me because it was free, but once you put a price on something it becomes a service. People don't pay good money for poor service.

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Subject: Re: New price structure  
Posted by [Youknowwho4eva](#) on Thu, 29 Sep 2011 19:29:11 GMT  
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SonOfCann wrote on Thu, 29 September 2011 19:16 I can't add anything to the 'miniatures' debate that hasn't already been stated. As much as I understand the position Shapeways are in, I'm sure they can understand why I will be looking elsewhere for a cheaper alternative (and if nothing turns up, I shall be crawling back).

I would like to know if we are to pay shipping fees can we assume our orders will arrive on time? Out of all the orders I've made with Shapeways an alarming amount have been delayed (some a few days, some weeks). It never bothered me because it was free, but once you put a price on something it becomes a service. People don't pay good money for poor service.

Depends on your definition of free. The minimum order was \$25 before so that there was enough profit in the models to cover the shipping. And if you check the material status page, there are still a few that are working on fixing delays.

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Subject: Re: New price structure  
Posted by [Bunrattypark](#) on Thu, 29 Sep 2011 19:44:57 GMT  
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I don't understand this new CSV at all. I have downloaded it. On WSF models, it tells me that a 95cm3 model, price (column H) 75.63 is price Oct 1 (Column I) 39.53.

This hardly means that a \$75 model has reduced in price to \$39, so what is the figure in Column I for Oct 1, how is it calculated please?

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Subject: Re: New price structure  
Posted by [Youknowwho4eva](#) on Thu, 29 Sep 2011 19:46:47 GMT  
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Read nancy's post about the CSV here  
<http://www.shapeways.com/forum/index.php?t=msg&th=6549&amp;start=0>  
apparently there is a calculation error

---

Subject: Re: New price structure  
Posted by [B1lancer](#) on Thu, 29 Sep 2011 20:48:09 GMT  
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I can see the majority of the responses in this thread are negative, I do hope Shapeways take note of this.

Many people built their businesses(Shops) around the old pricing scheme; To publish a set pricing structure and for several years actively encourage people to build businesses around it, then with almost no notice change the pricing structure which forms the core of peoples' shops and businesses is fundamentally wrong in my opinion.

I am really upset by this, Shapeways is built around a community of people who produce the models, without the people to produce the models Shapeways has no business. How can you change the fundamental structure which people have built businesses around?

---

Subject: Re: New price structure  
Posted by [Hauk2](#) on Thu, 29 Sep 2011 21:24:32 GMT  
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How much will postage for Norway be with the new pricing structure? We are a European country, but Non-Eu.

I really hope we fall in the \$9,50 category, \$19,99 seems a bit stiff....

Regards, Hauk

---

Subject: Re: New price structure  
Posted by [ana](#) on Thu, 29 Sep 2011 22:21:26 GMT  
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Hey B1lancer (and everyone), we've been very aware of the sentiments towards the change, both positive and negative.

I know for certain members of the community it sucks. You've been using Shapeways, you've crafted your models and your shop, you've learned our website, you've figured out all the nuances of our pricing scheme. For some of you, its been close to 3 years that you've been doing this! Now we're jumping in and changing it on you. It's kinda like when your sandcastle gets kicked.

I'm sorry if it feels like we're all stomping around and pulling the rug out from under you. We don't like making people feel that way.

The change in pricing structure is something that needed to happen. When we started out (long before I spent my time at Shapeways) we had no idea how this idea would turn out exactly. My future team just knew that this 3D printing thing seemed incredible and wanted to open it up to people, which meant making it as inexpensive as possible. We set up a pricing structure that we hoped would make it easy for people make and order what they wanted, and it worked.

As we watched over time though, a few patterns started to emerge. Smaller items were beginning to cost Shapeways a lot of money, whereas larger items were bringing in an oversized margin. Ironically, smaller models were much more labor intensive. It got to be clear that larger models were subsidizing the smaller ones, which didn't seem fair. We needed to make sure that the cost of each model was being covered accurately.

Shapeways is the first company taking a crack at opening up 3D printing at this kind of scale, and creating a reliable supply chain for it. There are bound to be huge unknowns that we stumble across. By making changes in the short term, it makes us more able to innovate, and reach our core goal of driving prices back down (and then lowering them further...). I hope you can understand where we're coming from, and will stick around while we figure this out together.

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Subject: Re: New price structure  
Posted by [BillBedford](#) on Thu, 29 Sep 2011 22:23:14 GMT  
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B1lancer wrote on Thu, 29 September 2011 20:48I am really upset by this, Shapeways is built around a community of people who produce the models, without the people to produce the models Shapeways has no business. How can you change the fundamental structure which people have built businesses around?

.....and if the small pieces that this 'community' has produced generate 10% of the profits and 90% of the problems, just what would you suggest Shapeways should do?

---

---

Subject: Re: New price structure  
Posted by [B1lancer](#) on Thu, 29 Sep 2011 23:30:18 GMT  
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BillBedford wrote on Thu, 29 September 2011 22:23B1lancer wrote on Thu, 29 September 2011 20:48I am really upset by this, Shapeways is built around a community of people who produce the models, without the people to produce the models Shapeways has no business. How can you change the fundamental structure which people have built businesses around?  
.....and if the small pieces that this 'community' has produced generate 10% of the profits and 90% of the problems, just what would you suggest Shapeways should do?

It's much more than just Shapeways if I'm honest, it's the whole idea that profit goes before people; That seems to wrong to me. Yes a profit has to be made, but why can't a percentage of that profit be used to subsidise a community and help people?

It's far more upsetting because when I joined Shapeways I could see that many of the ways they did things were inefficient, but the company felt like the community and the platform they provided for small businesses were very much a valued element in the business.

But now many of the users will find their "Shops" inviable due to the price increases, not only does that mean a loss to them but also to their customers. It effects real people, not just stats on a piece of paper.

Now, to me at least, it feels like the community and platform for small businesses Shapeways provide isn't valued for the people, but valued financially as a USP or some other business "Buzzword".

Oh well, I guess Shapeways have to find some way to pay for their 5 million dollar New York HQ.

Kindest Regards,

Jack

---

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Subject: Re: New price structure  
Posted by [tebee](#) on Fri, 30 Sep 2011 00:39:57 GMT  
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Well I must agree it would have been nice to get a little more notice of the changes, but if the old price structure was not making money, then the business is not viable. And if the business is not viable then sooner or later it will not be trading any more and not only will Ana and the rest of the Shapeways crew be out on the streets but we will have no one to produce our beautiful models.

So to say that the current changes have destroyed your business is a fallacy. If the changes had not been made your business would have been dead at some point in the future anyway.

If we are trying to build serious businesses based on Shapeways(or indeed any other external service) we need to have sufficient flexibility and enough margin to absorb these sort of changes in costs.

On the other hand I do sometimes wish that Shapeways would tell us more about which bits of what are doing is good for them and which bits cause them problems. Most people here want Shapeways to succeed and will try and modify our designs to help - if we know what to do !

Tom

---

---

Subject: Re: New price structure  
Posted by [duann](#) on Fri, 30 Sep 2011 01:53:18 GMT  
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Thanks Tom,

You got it,

We are trying to give you all as much information as possible so that we can ensure we all optimize our work/processes/designs/shops together to make the most of the potential that online 3D printing provides.

I understand more advance notice in future would be appreciated, we will endeavor to do this.

Take a look at the recent blog post which refers to people building businesses off of online 3D printing, Seth Rodin sets the scene and Cory Doctorow really explores it in Makers, worth the read. Or if you are like me and reading is kinda hard to get done, you can get the audiobook.

Awesomeness.

Thanks all

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Subject: Re: New price structure  
Posted by [leorolph](#) on Sat, 01 Oct 2011 06:41:27 GMT  
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I have only just started at shapeways and have made about 5 orders, mostly single objects like rings, and to me it seems (though my calculations could be wrong) that for the ring that cost \$40 to print in silver and deliver previously to Australia will now cost \$90 (over 100% increase).. that does seem a little excessive of an increase, and this may be the end of shapeways for me is most of my designs.... though just now i am ordering another ring and in the checkout it still says \$40 including delivery and it is the 1st october... have the new prices kicked in yet?

---

---

Subject: Re: New price structure  
Posted by [stop4stuff](#) on Sat, 01 Oct 2011 06:57:08 GMT  
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New pricing vomes into effect from 8am EST (roughly 5 hours from the time of this post)

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Subject: Re: New price structure  
Posted by [lensman](#) on Sat, 01 Oct 2011 12:46:41 GMT  
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---

leo rolph wrote on Sat, 01 October 2011 06:41... for the ring that cost \$40 to print in silver and deliver previously to Australia will now cost \$90 (over 100% increase)..

If you're in Australia maybe give Ponoko a try. I think they do silver and shipping should be cheaper for you.

Glenn

---

---

Subject: Re: New price structure  
Posted by [mctrivia](#) on Sat, 01 Oct 2011 13:03:07 GMT  
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I think I may need to try ponoko. They are more expensive listed on there price but cheaper to my door.

Shapeways is super expensive now.

1cc of silve: \$50  
shiping: \$16.50(\$6.50 from shapeways another \$10 from UPS direct)  
thats \$75.50 for 1cc. Now if they would just offer USPS from the states shipping would only cost me \$10 or so. \$4 if they gave me an option to just stick it in an envelope because it is not very fragile.

---

Subject: Re: New price structure  
Posted by [lensman](#) on Sat, 01 Oct 2011 13:36:11 GMT  
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---

I totally agree with you mctrivia. It's Shapeways insistance on only using UPS that's killing me. I really think that I may have been priced out of buying from SW and then selling elsewhere online - at least to any appreciable amount of sales to make it worthwhile.

I think I'm going to look at what others have suggested here: Get a nice ring or pendant made up in one of the acrylics and take it to a jeweller to get their prices for making a mold and multiple copies in silver.

Glenn

---

Subject: Re: New price structure  
Posted by [designerica](#) on Sat, 01 Oct 2011 15:04:38 GMT  
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---

there are places that will do your wax printing and casting. you don't have to get the plastic at shapeways either.

---

Subject: Re: New price structure

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Posted by [virtox](#) on Sat, 01 Oct 2011 15:20:45 GMT

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I did see mentioned in a blog comment that they are working on USPS shipping options.

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Subject: Re: New price structure

Posted by [B1lancer](#) on Sat, 01 Oct 2011 15:22:31 GMT

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I was of the understanding that the minimum order of \$20 was to make it cost effective for Shapeways to ship smaller orders, so how about orders under \$20 you must pay shipping, orders over \$20 shipping is free like it used to be.

That way Shapeways will make enough to cover their shipping costs on orders under \$20 and on orders over \$20 it'll still be cost effective for Shapeways to provide the free shipping.

Or if Shapeways are after fewer but bigger orders then why not raise the free shipping cap to \$30 or \$40?

Would that not make more sense?

---

Subject: Re: New price structure

Posted by [bluelinegecko](#) on Sat, 01 Oct 2011 15:33:38 GMT

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SERIOUS pricing error on Co-creators!!

Going through and editing my markups with the new price structure today. Too many bugs in the CSV tool for me too deal with so doing them manually. Then I realized this error. don't know if it was already reported but it needs to be fixed right away.

Currently shapeways is listing the price on all my co-creator models by figuring the price on the uploaded model and NOT the MAXIMUM VOLUME I entered in the co-creator template. Many of my designs are showing up cheaper when you look at the model or my store front, and then jump to the correct price only after one clicks on the model to purchase it. Basically they are being advertised at a false lower price and this will surely confused and upset new shoppers.

Guys.. I love the idea of Shapeways. Really I do. If you guys were to go private I'd love to buy some stock in the company. But this level of serious bugs lately has really got me concerned like a lot of others lately.

You guys are talking about major changes and weekly updates in the future... Here's my question.... What is the rush? I know there's always going to be bugs from time to time and I am all for improvements and updates, but come on guys what's the big push? I think if you guys just slow down the changes these days and do a bit more testing it would make EVERYONE a lot happier.

---

Subject: Re: New price structure  
Posted by [designerica](#) on Sat, 01 Oct 2011 15:40:32 GMT  
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i think you have it backwards. they were only making back their shipping on orders UNDER \$25 (the minimum). I don't think it's unreasonable for us to pay for shipping. i think the problem here is with UPS, not with shapeways. UPS blows chunks.

yes, thankfully someone did say they are working on it.

USPS priority flat rate boxes and padded envelopes start cheaper than these UPS rates, and that's not remotely the cheapest option through them. for larger shipments UPS makes sense. for smaller ones, it doesn't. as long as we are given options, it will be fine.

Hopefully that will happen relatively soon. USPS is clearly a superior option w/i the states for smaller shipments. plus they're in danger of going out of business so let's support them.

Having dealt with UPS about 25 times in the last week i can say that they have the worst customer service i've ever dealt with-- which is saying a lot. even when you get through to a person they never seem to know anything about anything. it's incredible. and that's if you're lucky enough to get someone who is in the US-- half the time it's like talking to a door. though i like my local delivery guy, i'm on a mission to get them out of my life entirely. sorry to rant. it was really a miserable experience. worse than verizon and time warner combined.

---

Subject: Re: New price structure  
Posted by [Magic](#) on Sat, 01 Oct 2011 15:42:54 GMT  
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@Bluelinegecko This bug with co-creators was already present in the old product inventory

management (don't know if it has ever been fixed there). That's why I always try to upload the model that has the maximum volume (for instance a die without numbering). Perhaps in the meantime you can upload a model with the appropriate volume (even if it is a cube). Just a workaround though, the bug has to be fixed.

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Subject: Re: New price structure  
Posted by [Bunrattypark](#) on Sat, 01 Oct 2011 15:52:09 GMT  
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Hear, hear. I have wasted two whole afternoons trying to update my pricing (I have no co-creator models). I have a batch of brand new models to upload, which I have promised to expectant customers, at a costly enough price.

On the very weekend we have a major pricing update, I find Product Inventory Management NOT WORKING. When I add new markups, the total price vanishes, and nothing uploads to the model page. So after two days, I abandon that, and just put flat markup figures directly onto the model page, which refuses to show me the final Euro price, just a useless price ex sales tax and VAT.

THEN I find that even THOSE markups are not saving, and when I log out and check, the earlier price is STILL there.

Shapeways, this is a load of nonsense. I love the service, and absolute kudos for the excellent customer service on the ground. But whoever is in charge of the web facilities needs a kick up the backside, because the whole thing, as far as I can see, is an unmitigated disaster. Every single thing that has been changed has not worked, or has been as flawed and inconvenient as it could be, and I have wasted whole days struggling to understand the new arrangements. If I cannot figure it out, then what hope in hell have occasional customers I might win?

Who decided to initiate a major pricing review the same week that the website and pricing facilities are in a complete state of flux and disrepair?

Shapeways priority right now is to draw a line under these ridiculous changes. Take five days, and guarantee us that in five days this will all be fixed permanently and securely, or if not, will revert to the original design, which at least worked, given it's own limitations. I want to advertise models for sale to customers, and I certainly do not want them coming back complaining that I am advertising one price and they are paying something else.

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Subject: Re: New price structure  
Posted by [pete](#) on Sat, 01 Oct 2011 15:52:21 GMT

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Jack,

the \$25 min order was indeed to make sure we were recovering shipment costs. Raising it to \$30 or \$40 is an option we looked at, but at the same time it would make large models / large shipments overpriced still.

Making orders over xx\$ have free shipping is another option, but again it would raise shipping cost for smaller orders.

In the end, what we have now done is expose the actual cost as best as we can.

- There is per model handling cost (cleaning, sorting, packing)
- There is per volume machine and material cost (the printing)
- There is per order shipping cost.

We need to pay for that, so we figure it's best to expose that to everyone. It makes it very transparent.

It is hard for small models if you look at the relative figures, maybe some go up by >200% and we do not like that either. However if you look at the fact these are 1-off products made especially for you, which you can get starting depending on materials at \$3.00 or ~\$12 (in metal) we still think this is a great deal.

Also mind that we are working hard to automate / streamline handling and printing, so we will translate these improvements to you.

Multiple shipping options can be a solution for some and we are looking to release that feature sooner than originally planned.

Pete

---

Subject: Re: New price structure  
Posted by [cadalu](#) on Sat, 01 Oct 2011 15:54:48 GMT  
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I'm actually excited about the silver prices. Most of my models went down in price and the ones that went up only did so by a few dollars. Yes, I have to add shipping costs to my total, but if I place a large order, the shipping cost will be spread out over all the pieces and become negligible. I think this will help people who want to resale elsewhere.

Obviously shapeways needs to add usps options for smaller orders and their international clients.

Ponoko does not offer silver (I couldn't find it) and SW is still cheaper than i.materialize. You could save money by having them cast at a foundry of course but for 3d printing I think the prices are still on target.

Edit - Of course I'm not happy with the stainless steel prices, for the quality I'll just forgo the material all together or shop elsewhere, that increase seemed a little steep.

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Subject: Re: New price structure  
Posted by [bluelinegecko](#) on Sat, 01 Oct 2011 16:00:54 GMT  
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Wow... I can't see why a bug like this isn't at the top of their priority list.

If my co-creator was different sized rings, etc., then I could upload a max volume model. Unfortunately most of my co-creators (pet tags, pendants, etc) have engraved text. Therefore a blank tag has the most volume and a rendering of that I don't feel shows the item the way it needs to be presented.

I'm not about to waste that much time re-uploading a bunch of models that don't show the items to their potential when this should be a simple fix for shapeways to make sure the server is reading the appropriate volume, only to have to change them again once the bug is fixed.

Just another example of what I was saying about moving to quickly. Why are we getting updates on the way the forums and all look when these bugs haven't been fixed?

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Subject: Re: New price structure  
Posted by [MichaelMueller](#) on Sat, 01 Oct 2011 16:16:48 GMT  
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I made a small ring: old price was \$ 3,40. With the new pricing system its \$ 8,72. Also I have to add \$ 9,50 for shipping!

...Now I get two small rings for \$ 26,94.  
...Yesterday I got 8 for nearly the same price.

If you are specialized in small objects like rings, this will certainly kill your business.

I understand that its sometimes necessary to increase pricing a little, but nearly 400% is not cool!

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Subject: Re: New price structure  
Posted by [pete](#) on Sat, 01 Oct 2011 16:18:40 GMT  
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working on the co-creator bug right now!

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Subject: Re: New price structure  
Posted by [designerica](#) on Sat, 01 Oct 2011 16:52:57 GMT  
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anyone at shapeways-

i'm still not clear on the steel "handling" aka startup fee. if i made a really complex and large steel model, wouldn't it have more sprues than a small one? wouldn't it require more complex cleaning and processing? if i put 2 rings in a file, therefore dividing the startup between the two, i realize i am doubling the work for you in theory, but is it really twice as hard to handle two small rings as it is to handle- say- one of bathsheba's large sculptures?

can someone explain this to me?

erica

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Subject: Re: New price structure  
Posted by [pete](#) on Sat, 01 Oct 2011 17:01:01 GMT  
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Erica,

of course there are small differences from design to design.  
However these have only a small impact on the total handling cost. The handling involves:

- model administration (check whether we can print etc)
- cleaning
- sorting
- packing

and these actions are independent from the complexity or size of the model.

Pete

---

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Subject: Re: New price structure

Posted by [neuralfirings](#) on Sat, 01 Oct 2011 17:04:05 GMT

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Hi Erica,

You are right there are some parts of the Stainless Steel labor process that does increase with size, such as the stilts you mention. That is indeed baked into the /cm<sup>3</sup> price. However, there are handling costs baked into processes like placing file optimally in tray, which is really size agnostic; sorting items after they come out of the tumbler, which is size agnostic as well. Like many simple models, it doesn't capture 100% of the use cases, but it does capture a good amount of them.

Second, there are bigger structures that require less stilts due to the nature of the model's geometry. From what I understand, the stilts to model ratio is not exactly a linear formula (ie 1 stilt/1 cm<sup>3</sup>).

Also with processes like depowdering, smaller structures tend to be more fragile, which means more time but also higher breakage rate. Breakage => reprinting => more printer time, more material => most cost.

I hope that clears up some of the mystery. Let me know if you have any more questions?

Thanks,  
Nancy

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Subject: Re: New price structure

Posted by [B1lancer](#) on Sat, 01 Oct 2011 17:04:28 GMT

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Will peoples' attempts to create cheaper models in fact cause handling to be more difficult?

For example:

"Person A" may have 3 models, they are solid structures, a cube for example, they are separate and thus print fine. In the old system provided the models were uploaded as one file there would be only one \$5 handling fee. But with the new handling fee it will be \$5 per item?

"Person B" may have the same 3 models, only to obtain a single \$5 handling fee he'll join the cubes with small sprues, they are within the guidelines but will break easily due to the large models being linked by a small sprue. He could then request that if a sprue is broken that the models be reprinted.

So surely the costs of handling 3 separate items is much cheaper than 3 items joined (making them one item) with delicate sprues? Yet the easier handling separate items will cost \$15, and the same models joined with a delicate sprue will only cost \$5 in handling.

Am I understanding the new system correctly?

Kindest Regards,

Jack

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Subject: Re: New price structure  
Posted by [tebee](#) on Sat, 01 Oct 2011 20:08:21 GMT  
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Shapeways seem to have a good idea about what is a sprue and the fact that it does not matter if it gets broken. I've had several items I've submitted with sprues come back without the sprues .

I now don't bother with the sprues other than the case of very small items which would be a problem to handle individuality and are likely to get lost.

It would be nice to get a definitive answer from Shapeways as whether sprues were necessary or a pain - and in what circumstances ( to sprue or not to sprue, that is the question?) but having asked several times and not got a reply I'm giving it my best guess.

I'm guessing that most of what the start-up charge covers is a per order figure and as long as the items are a reasonable size it doesn't take that much longer to get multiple ones out of the machine and into the bag - it's keeping track of the bag after that is the expensive part, so multiple items per STL are not that much of an issue - yet !

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Subject: Re: New price structure  
Posted by [designerica](#) on Sat, 01 Oct 2011 21:16:20 GMT  
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well, i've never built sprues into a design, but as i understood it the bronze infusion process necessitates the creation of a sprue which shapeways then removes-- hence a polished spot on the surface of each piece.

what i'm trying to understand is how this applies to a small item vs. a large item specifically in steel. as i said before, i've had jewelry cast in silver and brass and a larger item always requires more sprues (my honeycomb cuff had 3), which means it takes me much longer to clean up than does a small item with one sprue.

hence, i'm still not clear on the handling cost for steel. i understand that sorting and packaging will take longer if the file includes 50 different parts that need to be cleaned, sorted, and packed. so the handling fee is comprised of:

1. sorting and packing- this process is the same for metal and plastic, right? so sorting and packing must account for the first 1.75 of the "handling" fee. the other 4.75 must be for the cleaning. correct me if i'm reasoning from bad premises.

2. cleaning- i have trouble understanding how cleaning a large complex model is as easy as cleaning a small one, or even two small ones. i've seen the videos. there isn't as much surface area on a small item, so it seems to me that it must be easier to clean. is that wrong?

does cleaning include sprue removal after bronze infusion? if so, does a small model have the same number of sprues as a large model? if i put two very similar (or identical) small models into one file, is it twice as much work as if i had one model that was twice the volume with the same surface area? obviously if i put 25 models into a file (which i've done, primarily to make my own life easier), there is a lot more work to finish it, and i don't want to be essentially stealing from you by doing that, which i prefer not to do and i wonder why i wasn't stopped before.

i really don't mean to be obnoxious about this- i just want to understand.

---

Subject: Re: New price structure  
Posted by [pete](#) on Sat, 01 Oct 2011 22:16:09 GMT  
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Erica,

first of: there is a difference between casting and infusion. The metal parts are infused, silver is casted. Also infusion probably uses less spruces than casting, but I am not a specialist.

To answer 1) Metal is more in handling because of the 2 step process. First the models are printed, then cured, than removed from powder and infused in oven. Also each part needs

spruces and the removal of them later. To do all of this takes quite some manual labor

To answer 2) The removal of the spruces is the only extra handling, cleaning is mostly done using a tumbler -> no manual work or difference between large and small.

To answer the question about multiple models / file -> yes this costs us 2x as much work. We are not enforcing this yet as not many people abuse it, but if abuse increases unfortunately we will have to.

Pete

---

Subject: Re: New price structure  
Posted by [aeron203](#) on Sat, 01 Oct 2011 22:42:03 GMT  
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Erica, I think I can help clarify some of your questions. I have a lot of experience operating both powder and deposition printers. While I haven't used a ProMetal setup, I can take an educated guess that maybe could be further 'tempered' by Glenn if he stops in.

I would say, do not sprue metal parts. You are just going to have to accept that very small metal items will raise their price somewhat. I have items that were only a few cm<sup>3</sup> before and they did not change much at all. I still think it is a great deal when we are talking about custom, short run production. Sprued metal parts are very likely to break because of the rapid change in thickness. That part will cool first, and the difference in expansion between other parts will cause it to crack. The labor to distinguish, then grind and polish those sprues cannot be given for free. The stem has outlived its use by this stage and might break, but it doesn't matter. When you take into account your labor of removing your sprues and the fact that you won't be able to offer other finishes, it pretty much rules that out for Stainless Steel. Because of the extreme likelihood of failure, I would reject all sprued metal parts if I were reviewing models for Shapeways, except in very specific cases, and they would need a very experienced person to recognize those cases. The best economical action is to order many at once, which you already do.

From a depowdering perspective I can say that removing a part with exposed fine details from a powder bed can easily take ten times more labor. I would also reject parts like that, regardless of the fact that they barely hit the minimum wall thickness, otherwise the cost for all parts would have to rise. I always think about these issues when coming up with the design. My Time Keeper model has 1.8mm elements, but it also has a thick ring around the outside that makes it easy to pick up between the thumb and forefinger and brush it off without breaking it. Also, all of these thin elements are supported after distances of no more than about 1.5cm, and are always supported on both ends, making them far less likely to break, and they are thicker in the direction parallel to

how impacting forces are most likely to be applied. In retrospect I regret not explaining all these things to people because some very unlikely designs were created that simply focused on the numbers in the design rules, when the reality is obviously much more complicated.

All in all, it is the attempts to stretch the design rules and get around pricing structures that led to the dramatic price rise for tiny items. This became pretty obvious several months ago after the FUD tests. I know people were not trying to abuse the system, it's just that our attempts to make ultra-economical models broke the Shapeways pricing system. I have to take partial responsibility for doing things that raised peoples expectations without explaining exactly how and why a particular design works. I'm doing my best to rectify that but there is nothing I can do to hide the fact that the reality is indeed complicated and takes some thinking and work if you are going to squeeze out every penny. Please don't describe it as Shapeways "Forcing" you to cheat the system, because as we have seen, that will simply break the pricing model and force the prices even higher, when what we should be doing is recognizing which behaviors are causing the problems and keep it in mind when we create designs moving forward.

3D printing does allow us to do amazing things and the price is far better than any other alternative, but we are going to have to move just little farther from the limits if this is going to work.

---

Subject: Re: New price structure  
Posted by [pete](#) on Sat, 01 Oct 2011 22:56:39 GMT  
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Hey Aaron,

really appreciate your feedback.

You summarize exactly what the situation is: we are trying to be as economically as possible. If we all help in the right direction we can get the service more and more efficient and thus lower prices, which is what everybody wants.

Pete

---

Subject: Re: New price structure  
Posted by [B1lancer](#) on Sun, 02 Oct 2011 00:54:14 GMT  
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pete wrote on Sat, 01 October 2011 22:16

To answer the question about multiple models / file -> yes this costs us 2x as much work. We are not enforcing this yet as not many people abuse it, but if abuse increases unfortunately we will have to.

But of course people will "abuse" it because it makes the models cheaper, and now with the additional postage costs even more people will try to offset the costs of the postage by creating a single model file with multiple models in.

What I don't understand is, previously the cost of the model (Start Up Fee + cm3 of material) was the whole price, so a % of the Start Up Fee + cm3 price must have been used to pay for the postage. Yes?

So now we pay for the postage why hasn't the price of postage been deducted from the Start Up Fee and cm3 price?

So now we effectively pay postage twice?

---

Subject: Re: New price structure  
Posted by [SIXTHSCALE](#) on Sun, 02 Oct 2011 01:34:13 GMT  
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All of these price increases should have been done by simply increasing the cost per cubic centimeter of each material...

this insane micromanaging of pricing with all of the individual materials having different startup fees makes your site completely incomprehensible to the average customer who doesn't have the time to spend countless hours here on the forums or in the materials pages... keep it simple.

so what if larger items were subsidizing the handling of the smaller ones... the smaller items and orders were subsidizing the shipping costs of the larger heavier orders... so it should have evened out well enough for any problems to be solved by a simple increase in materials pricing per cubic centimeter.

a huge portion of your handling problems and costs come from the ludicrous overpackaging of each order... the individually bagged and stapled header cards are completely unnecessary... especially when many of my items were wrapped in tissue paper inside those cards rendering them invisible anyway despite the pretty packaging....and having orders ship in a ton of separate boxes for the same order is just wasteful and silly.... especially internationally.

---

Subject: Re: New price structure  
Posted by [ana](#) on Sun, 02 Oct 2011 04:43:57 GMT  
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SIXTHSCALE, our handling fees are actually set based on careful calculations, which are independent of the cubic centimeter material cost. Think about it -- models need to get touched, sorted, planned in the printer tray regardless of their size. This is the labor cost, and the handling fee is set to cover that. By revealing this unique cost, we're looking to offer more transparency into the process, but I do understand why the info may seem overly complicated. We'll make a point of trying to explain that more effectively.

When it comes to overpackaging, I don't know if you saw the recent blog post or the blurb in this month's newsletter, but a much more efficient version of our packaging is being rolled out now. We're starting with 25% of all orders, and increasing it from there.

---

Subject: Re: New price structure  
Posted by [mctrivia](#) on Sun, 02 Oct 2011 04:55:28 GMT  
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Guys stop complaining about the startup costs. Here is reality. Every production environment works on a C\*XY cost base. It costs C dollars to start and finish the process and Y dollars per unit to make them. Shapeways is just trying to calculate the actual cost of producing our prints!. Those of you that have had your models go up in price it means shapeways was losing money on your prints. For those that it has gone down it means shapeways was making extra and this was offsetting the models that were losing money. The startup costs here are pretty small. When I get custom made I pay \$80+0.5\*cubic inches. Custom silicon chips have a startup of \$100,000. Most of the startups here are only a few bucks.

There are only 3 things that really bother me. the first is that they lie about shipping cost by using UPS. The cost to ship a package to canada is \$16.50. They charge shapeways \$6.50 and they charge the recipient direct \$10. This is not completely shapeways fault as it is UPS policy to charge both sender and recipient for shipping but it sucks for those that do not realise that the

shipping is actually much higher than it is. An option to use USPS would be a huge improvement because at least they only charge the sender which means Shapeways will see the full cost and as a result our customers will see the true cost of shipping.

The second is that Shapeways only gave us a very short notice. Most industries give 90 days notice of price change so that businesses can make adjustments accordingly. 1 to 2 weeks is not enough time.

The third is the fact the programming staff at Shapeways especially the new CPO are inept and the CPO should be canned for his total disregard for update standards. The fact Shapeways puts up an update once without proper testing is bad. The fact they have put them up multiple times without testing the last 2 of which were within a month would have the CPO canned in any other web company. When you put an update up that is full of bugs it affects us all. They need to be thoroughly tested and only minor bugs should ever make it through the cracks.

So in conclusion startup costs are a necessity. Fire the person responsible for making updates live without testing them first (and testing means having a proper check list of steps to go through which includes making live where the community can help check for bugs)

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Subject: Re: New price structure  
Posted by [stop4stuff](#) on Sun, 02 Oct 2011 07:30:48 GMT  
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Hauk2 wrote on Thu, 29 September 2011 21:24: How much will postage for Norway be with the new pricing structure? We are a European country, but Non-Eu.

I really hope we fall in the \$9,50 category, \$19,99 seems a bit stiff....

Regards, Hauk

Hi Hauk,

From the shopping cart, EU shipping price is applied to;  
"All EU Countries, Switzerland, Norway, San Marino, Vatican, Andorra, Liechtenstein"

Paul

---

Subject: Re: New price structure  
Posted by [BillBedford](#) on Sun, 02 Oct 2011 08:31:07 GMT

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mctrivia wrote on Sun, 02 October 2011 04:55 There are only 3 things that really bother me. the first is that they lie about shipping cost by using UPS. The cost to ship a package to Canada is \$16.50. They charge Shapeways \$6.50 and they charge the recipient direct \$10. This is not completely Shapeways' fault as it is UPS policy to charge both sender and recipient for shipping but it sucks for those that do not realise that the shipping is actually much higher than it is. An option to use USPS would be a huge improvement because at least they only charge the sender which means Shapeways will see the full cost and as a result our customers will see the true cost of shipping.

UPS collect import duties for your Government and are allowed to charge a brokerage fee for this 'service'. This is standard practice throughout the world. If you choose to use USPS you would still have to pay the import duty and a brokerage fee.

Those of us in the EU have the privilege of paying Dutch VAT, as part of the price Shapeways charge us, instead of our own country's import duty.

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Subject: Re: New price structure

Posted by [tebee](#) on Sun, 02 Oct 2011 10:12:33 GMT

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There are so many variables with the cost of producing and distributing our models that Shapeways can never be completely fair much as they might want to be.

At some point if you try to factor in every cost not only does the cost of calculating the cost become a significant factor but the process becomes so opaque that the buyer is confused about how the total he is being expected to pay is derived and may see it as unfair anyway.

So the best they can do is some sort of reasonable approximation that rewards people who do it in whatever way is most cost-effective for them to produce and penalizes people who do things in ways which add costs.

So they may make more profit on some people's orders than others - well life is like that. Unless you are a government contractor working on a cost-plus basis your profit margin is not going to be the same on each order.

So although, to some of you, Shapeways' charges may seem a bit arbitrary I think they are on the whole OK, fair and, above all, understandable. You know what something is going to cost, it's then up to you to decide if you can make sufficient margin on that for you to make a profit.

Tom

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Subject: Re: New price structure  
Posted by [B1lancer](#) on Sun, 02 Oct 2011 10:12:55 GMT  
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My question still hasn't be answered?

Old FUD Price: \$5 Startup + \$3.49 per cm3, Postage taken as a % from the FUD Price.

New FUD Price: \$5 Startup + \$3.49 per cm3, Postage NOT deducted from this as a % but charged in addition!

Why are we not seeing the postage percentage deducted from the new prices when we are now paying for postage seperately????

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Subject: Re: New price structure  
Posted by [stop4stuff](#) on Sun, 02 Oct 2011 10:26:51 GMT  
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The old pricing structure did not have postage as a % of the model cost, the deal was \$25 minimum order with shipping included. You might interpret that as a % of the model cost, but what if the model cost was only \$15? With the new pricing structure the total cost is slightly less (or more, depending which part of the world the model is shipped to.)

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Subject: Re: New price structure  
Posted by [glehn](#) on Sun, 02 Oct 2011 11:27:08 GMT  
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BillBedford wrote on Sun, 02 October 2011 08:31

UPS collect import duties for your Government and are allowed to charge a brokerage fee for this 'service'. This is standard practice through out the world. If you choose to use USPS you would still have to pay the import duty and a brokerage fee.

That's not completely accurate. At least here in Brazil, if the package is sent by USPS, there are only import taxes. No brokerage fees.

Besides, brazilian Customs taxes mail packages based on sampling. Courier packages, such as UPS, are always taxed.

So, usually, my orders when sent by UPS cost me 100% more in taxes and fees. If they were sent by USPS it would be only 60% and as they don't tax every single mail package, there is always a chance of not being taxed (on my other internet purchases usually I am only taxed 1/3 of my orders).

Although I understand the reasons why Shapeways would change their pricing structure, I can't help to feel frustrated with this, specially with the shipping charges to the rest of the world. USD \$19.90 seems a lot to ship a small item. I really hope USPS becomes an option soon.

---

Subject: Re: New price structure

Posted by [lensman](#) on Sun, 02 Oct 2011 13:09:41 GMT

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BillBedford wrote on Sun, 02 October 2011 08:31

UPS collect import duties for your Government and are allowed to charge a brokerage fee for this 'service'. This is standard practice through out the world. If you choose to use USPS you would still have to pay the import duty and a brokerage fee.

Absolutely NOT true. Over the last months I have been stung by UPS buying supplies from the US and shipped to Canada. I then made an effort to seek out companies that only shipped by USPS and I saved a TON of money. The goods themselves may have been slightly higher but I saved overall cost because I did NOT pay any courier fee, import duty or brokerage fees.

Yes, I do understand that some packages do get "caught" and taxes have to be paid but so far I have been lucky.

Glenn

Subject: Re: New price structure  
Posted by [mctrivia](#) on Sun, 02 Oct 2011 13:10:54 GMT  
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I have no problem paying the 5% tax UPS charges. But only UPS charges an additional \$10 on every package.

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Subject: Re: New price structure  
Posted by [lensman](#) on Sun, 02 Oct 2011 13:14:10 GMT  
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glehn wrote on Sun, 02 October 2011 11:27... specially with the shipping charges to the rest of the world. USD \$19.90 seems a lot to ship a small item. I really hope USPS becomes an option soon.

Yes, that fee would break me, especially with more charges at the door.

We can only hope that 3D printing picks up steam and that very soon there will be printing services in our own countries. I know that if I had a ton of money to throw around I would be investing in this business!

Glenn

---

Subject: Re: New price structure  
Posted by [glehn](#) on Sun, 02 Oct 2011 13:22:43 GMT  
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lensman wrote on Sun, 02 October 2011 13:14  
We can only hope that 3D printing picks up steam and that very soon there will be printing services in our own countries

That would be great, unfortunately I don't think it will happen here in Brazil any time soon...

---

Subject: Does anybody ...  
Posted by [kontor\\_apart](#) on Sun, 02 Oct 2011 13:25:07 GMT

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... believe a customer would buy from a site like this ?

I don't.

[http://www.shapeways.com/model/315101/now\\_that\\_they\\_screwed\\_the\\_rest\\_out\\_of\\_it.html](http://www.shapeways.com/model/315101/now_that_they_screwed_the_rest_out_of_it.html)

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### File Attachments

1) [thank you.jpg](#), downloaded 542 times

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Subject: Re: New price structure

Posted by [B1lancer](#) on Sun, 02 Oct 2011 13:50:51 GMT

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stop4stuff wrote on Sun, 02 October 2011 10:26 The old pricing structure did not have postage as a % of the model cost, the deal was \$25 minimum order with shipping included. You might interpret that as a % of the model cost, but what if the model cost was only \$15? With the new pricing structure the total cost is slightly less (or more, depending which part of the world the model is shipped to.)

Of course the old pricing structure did! Unless UPS were giving Shapeways free postage?

The reason for the minimum order was so that Shapeways covered their costs of postage, this implies that a percentage of that \$25 was kept aside to cover postage costs.

For example, a \$25 order may break down as such:

\$6 Postage

\$7 Model production costs

\$5 Handling

\$7 Profit

My question is now we pay postage seperately we should see that \$6 removed from our order cost by making the materials or handling fee slightly cheaper, right?

---

Subject: Re: Does anybody ...  
Posted by [lensman](#) on Sun, 02 Oct 2011 14:08:00 GMT  
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trompevenlo wrote on Sun, 02 October 2011 13:25... believe a customer would buy from a site like this ?

I don't.

Nope, I wouldn't. Very disturbing.

If I were head of programming for the website I would be looking for another job right now... and leaving Shapeways off my resume!

Glenn

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Subject: Re: New price structure  
Posted by [Magic](#) on Sun, 02 Oct 2011 14:15:26 GMT  
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@B1lancer The problem is that perhaps for this \$25 order the profit for Shapeways was negative. Small orders (nothing smaller than \$25 at that time, right?) were subsidized by big orders. A business were small orders are subsidized by big orders can only survive if you give incentives for big orders (like the same shipping fee whatever the number of ordered items is, or same handling fees whatever the size of the item is).

Subject: Re: New price structure  
Posted by [BillBedford](#) on Sun, 02 Oct 2011 14:27:41 GMT  
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glehn wrote on Sun, 02 October 2011 11:27

That's not completely accurate. At least here in Brazil, if the package is sent by USPS, there are only import taxes. No brokerage fees.

Besides, brazilian Customs taxes mail packages based on sampling. Courier packages, such as UPS, are always taxed.

So, usually, my orders when sent by UPS cost me 100% more in taxes and fees. If they were sent by USPS it would be only 60% and as they don't tax every single mail package, there is always a chance of not being taxed (on my other internet purchases usually I am only taxed 1/3 of my orders).

Ordinary mail parcel are not tracked, which is probably why there are sampled for customs. So if your parcel goes astray it will be lost for good.

It would not necessarily be much cheaper either, a 1Kg parcel from the UK to Brazil would cost either Â£17 or Â£26 (\$25.50 or \$39) depending on the service. It's likely Shapeways could get a good discount on these prices but there would still be no guarantees for delivery.

---

Subject: Re: Does anybody ...  
Posted by [designerica](#) on Sun, 02 Oct 2011 15:36:27 GMT  
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wow those screen shots are ridiculous.

shapeways is trying to do a lot of new stuff. there are bound to be problems. i still think simplifying things rather than complicating things should be the answer.

it's impossible to do everything at once, as evidenced by the problems with warnings and programming bugs. look at ponoko- they're not trying to fill retail orders. they're filling wholesale orders to designer/vendors who re-package. they have a marketplace, but it's not direct-to-consumer.

does anyone here make significant money selling their designs directly through shapeways? if yes, please say so. i really want to know.

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Subject: Re: New price structure  
Posted by [glehn](#) on Sun, 02 Oct 2011 15:43:08 GMT  
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---

BillBedford wrote on Sun, 02 October 2011 14:27  
Ordinary mail parcel are not tracked, which is probably why there are sampled for customs. So if your parcel goes astray it will be lost for good.  
It would not necessarily be much cheaper either, a 1Kg parcel from the UK to Brazil would cost either Â£17 or Â£26 (\$25.50 or \$39) depending on the service. It's likely Shapeways could get a good discount on these prices but there would still be no guarantees for delivery.

That's not accurate either. Ordinary mail can be tracked and insured.  
Even for USPS First Class Mail International, which is cheaper and officially not trackable, I can track it when it gets into brazilian territory if the sender gives me the Customs Form number, which he had to fill to be able to send it anyway.  
My models are all small and weight just a few grams. I don't think any of my orders ever reached 1kg. So, I would expect the rates to be much smaller. I had bought several items from UK internet stores and ebay.co.uk over the years, and I don't recall paying more than 7 or 8 pounds for shipping (with insurance).

Luis

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Subject: Re: New price structure  
Posted by [B1lancer](#) on Sun, 02 Oct 2011 16:08:20 GMT  
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---

Magic wrote on Sun, 02 October 2011 14:15@B1lancer The problem is that perhaps for this \$25 order the profit for Shapeways was negative.  
Small orders (nothing smaller than \$25 at that time, right?) were subsidized by big orders.  
A business were small orders are subsidized by big orders can only survive if you give incentives for big orders (like the same shipping fee whatever the number of ordered items is, or same handling fees whatever the size of the item is).

If that was the issue then doing as I suggested earlier and increasing the free shipping price cap to say \$40 would be an incentive for people to maker larger orders instead instead of several small orders.

I know a little about running a business and the only reason I'd have more expensive products subsidising cheaper products would be if the cheaper products could generate more expensive product orders than plain advertising and at the same time be cheaper than just plain advertising.

Something has fundamentally changed at Shapeways and it isn't for the better.

---

Subject: Re: New price structure  
Posted by [mctrivia](#) on Sun, 02 Oct 2011 16:23:49 GMT  
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The problem with the free shipping is I could make a 1cm cube in wsf costs \$3.00 at old pricing \$2.90 now. And put \$23 markup then shipping would be free for my customers.

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Subject: Re: New price structure  
Posted by [B1lancer](#) on Sun, 02 Oct 2011 16:46:52 GMT  
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mctrivia wrote on Sun, 02 October 2011 16:23The problem with the free shipping is I could make a 1cm cube in wsf costs \$3.00 at old pricing \$2.90 now. And put \$23 markup then shipping would be free for my customers.

Whilst that is true, it is simple enough to put some restrictions in place to prevent that happening.

For example, markups are only paid on orders where the actual model prices are >\$25

That would be fair enough, Shapeways cover their costs and Shop owners are encouraged to make bigger models/sell greater numbers of smaller products in a single order.

So 1 model that costs \$15 to produce with a \$15 Markup you'd receive nothing. But selling 2 models that cost \$15 each with a markup of \$15 each you'd get paid your \$30, Shapeways would have their covered their costs and would have 2 models in a single order rather than two seperate orders with just 1 model in.

Regards,

Jack

---

Subject: Re: New price structure  
Posted by [aeron203](#) on Sun, 02 Oct 2011 17:02:50 GMT  
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@B1B - I can't say I like that idea, because any item with such a low production cost but a \$15 markup would undoubtedly be a co-creator model. Several of my co-creators are under \$25 even with the markup. In your example that means I would have to do the work of modifying and uploading the model, but I wouldn't get paid unless they order two copies? That seems really arbitrary and I'm not sure who benefits from that. The current pricing structure reflects the actual costs involved, and I don't think it's that big of a deal that it is more complicated, since the software is telling you your price, right in front of you.

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Subject: Re: New price structure  
Posted by [mctrivia](#) on Sun, 02 Oct 2011 17:03:13 GMT  
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That would not be fair at all. Most of my models are under 3cc. I have no control of how many my customers want to buy. If it is a one off custom order \$20+ markup may be justified for my time.

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Subject: Re: New price structure  
Posted by [ana](#) on Sun, 02 Oct 2011 17:07:11 GMT  
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Hey Jack,

While your scenario could turn out to be true, that's also notably more complicated than our present structure. Trying to have one behavior offset the other just didn't work very well last time.

We chose simply to reveal the costs we were incurring more accurately, and allow people to make their own choices about what they buy.

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Subject: Re: New price structure  
Posted by [ana](#) on Sun, 02 Oct 2011 17:07:48 GMT  
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@mctrivia Yes, exactly.

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Subject: Re: New price structure  
Posted by [B1lancer](#) on Sun, 02 Oct 2011 17:23:05 GMT  
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ana wrote on Sun, 02 October 2011 17:07Hey Jack,

While your scenario could turn out to be true, that's also notably more complicated than our present structure. Trying to have one behavior offset the other just didn't work very well last time.

We chose simply to reveal the costs we were incurring more accurately, and allow people to make their own choices about what they buy.

Yes, it was a bit of an off the cuff idea. What I am trying to understand and still don't understand is why the material cost and handling cost is the same whilst the postage is more, how can the material and handling costs be the same when they used to include shipping?

Surely the old cost of shipping should be deducted from the new material and handling costs now shipping is seperate?

Regards,

Jack

---

Subject: Re: New price structure  
Posted by [lensman](#) on Sun, 02 Oct 2011 17:39:53 GMT  
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B1lancer wrote on Sun, 02 October 2011 17:23

Surely the old cost of shipping should be deducted from the new material and handling costs now shipping is seperate?

Maybe they did, Jack. Maybe their pricing structure was so out of whack that this now evens it out... however, I must admit I had those exact thoughts myself.

Glenn

---

Subject: Re: New price structure  
Posted by [B1lancer](#) on Sun, 02 Oct 2011 17:43:32 GMT  
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mctrivia wrote on Sun, 02 October 2011 17:03 That would not be fair at all. Most of my models are under 3cc. I have no control of how many my customers want to buy. If it is a one off custom order \$20+ markup may be justified for my time.

I am thinking along these lines, keep in mind this is just a couple of minutes thought so could be flawed and is a best case scenario

The idea is that you'd encourage your customers to buy more than one model or one bigger model, so you'd bundle two or three rings, dice, etc, this way your customer is buying 3 items or 1 bigger item to be shipped in one package rather than 3 separate packages over time.

The benefit to you is that you'll be selling bigger (or a greater quantity of) models.

Not many people are going to pay \$10+\$15 Markup for a model and then \$20 shipping (total \$45), more people would buy bigger (or greater quantity of) models for \$25+\$20 Markup with free shipping.

You'll generate a \$20 (bigger) markup, Shapeways get less packages to ship, bigger, easier models to clean, generate more profit and the customer pays exactly the same.

Regards,

Jack

Subject: Re: New price structure  
Posted by [mctrivia](#) on Sun, 02 Oct 2011 18:09:03 GMT  
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Who wants a die that is 20cc? Bigger is not always Better. The new price structure is fair. And they can always reduce costs in the future if they find it is overpriced.

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Subject: Re: New price structure  
Posted by [designerica](#) on Sun, 02 Oct 2011 18:10:01 GMT  
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the toughest part of this price issue right now is the suddenness and the significance for my best-selling items. a model that previously cost me 5.00 in steel now costs 10.00. that's a 100% increase, not including shipping. i could handle an increase of a dollar or two. but 100%?

i realize that the 5.00 was probably losing you money. but the 10.00 means i can't make them at all, so is that better? if i upload two at a time (same work for you as a pair of earrings, right?), it averages to 7. i can handle 7.

isn't there a way to make it work for everyone? aren't there enough of us who are willing to join a club to become prime members to receive preferential treatment and/or discounts, the income from which could help offset these issues until you figure it out?

i realize that you are trying to be transparent, but clearly you cannot achieve complete transparency. every order has to contribute to paying the salaries of every person who works at shapeways, whether they work on a specific order or not. the money to pay the people who are responding to all these messages has to come out of our orders, too. transparency is a fiction. what's important is that you come up with a system that works.

pete's not wrong, these prices are not necessarily too high for custom-made items. but that's easy for me to understand, and much harder for my customer to understand when my items double in price. am i supposed to eat the difference? how can i ever build a business if my prices might double in the course of a week?

i will admit to having "abused" the system in the past. i thought nothing of it-- especially with regard to steel since it didn't affect the price. i question why you wouldn't crack down on abuse of the system-- or at least ask us not to abuse it-- BEFORE raising prices.

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Subject: Re: New price structure

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Posted by [virtox](#) on Sun, 02 Oct 2011 18:15:36 GMT

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I have had the opportunity to visit the Eindhoven office tour last Friday. Very cool to meet many Shapiers again, but we also got an in depth view of the whole customer service and production chain.

While the local production is limited to Strong & Flexible, the amount of people and work involved going from ordering to planning to production, polishing/cleaning, quality control, packaging and shipping is pretty insane.

Not to forget the love and care these people show during all of this, they are a happy, but very hardworking bunch, some people work sixty hours (or more) a week to keep everyone as happy as possible.

Actually I'm surprised, handling costs are not even higher..

I personally am happy with the new more transparent pricing. The previously hidden and shared cost of handling and shipping never seems to make much sense.

And since some materials did show lower prices to compensate for the external new shipping and handling costs. I assume that if a material did drop in price, previously you got it under production cost..

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Subject: Re: New price structure

Posted by [B1lancer](#) on Sun, 02 Oct 2011 18:20:33 GMT

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mctrivia wrote on Sun, 02 October 2011 18:09 Who wants a die that is 20cc? Bigger is not always Better. The new price structure is fair. And they can always reduce costs in the future if they find it is overpriced.

That's why I put "or greater quantity of" in the brackets, I know that people don't want massive dice, but a collection of 6 dice is better for Shapeways distribution-wise than a single die.

I play wargames and I have never bought a single die, I have always bought packs of several dice. I don't think encouraging people to buy several dice for the same price as a single die is a bad thing?

Regards,

Jackr

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Subject: Re: New price structure  
Posted by [mctrivia](#) on Sun, 02 Oct 2011 18:25:11 GMT  
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My biggest customer usually buys 30+ at a time. The new pricing is cheaper for him as the \$0.1 cheaper per cc is more then the \$6.50 for postage

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Subject: Re: New price structure  
Posted by [B1lancer](#) on Sun, 02 Oct 2011 18:39:11 GMT  
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mctrivia wrote on Sun, 02 October 2011 18:25My biggest customer usually buys 30+ at a time. The new pricing is cheaper for him as the \$0.1 cheaper per cc is more then the \$6.50 for postage

Which is great unless you live in the majority of the world where shipping is \$19.99

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Subject: Re: New price structure  
Posted by [glehn](#) on Sun, 02 Oct 2011 19:00:59 GMT  
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I think each shop category has its own peculiarities. I don't know anything about jewelry or dice. I only make miniatures. I chose to make scale models that are not produced in plastic or resin by anybody else. But modelers have an expectation towards the price of these models. So in this case, I can't define any mark-up value I want (well, I could but then no one would buy it then). I try to keep the final price attractive to these modelers.

Also, my customers in general only buy two or three models at a time, so, I don't expect they will be able to dilute the higher shipping costs over several models in a single order.

When I started making my models with Shapeways I thought it would be an affordable way for modelers everywhere to be able to get scale models that are not produced by mainstream manufacturers.

I think with this new price structure they will only be affordable for people in the US and Europe.

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Subject: Re: New price structure

Posted by [bluelinegecko](#) on Sun, 02 Oct 2011 19:50:37 GMT

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designerica wrote on Sun, 02 October 2011 18:10 the toughest part of this price issue right now is the suddenness and the significance for my best-selling items. a model that previously cost me 5.00 in steel now costs 10.00. that's a 100% increase, not including shipping. i could handle an increase of a dollar or two. but 100%?

i realize that the 5.00 was probably losing you money. but the 10.00 means i can't make them at all, so is that better? if i upload two at a time (same work for you as a pair of earrings, right?), it averages to 7. i can handle 7.

I've also been thinking about this.....

Most of my co-creator sales have been for my pet tags I have listed. When I designed them I was shooting for the \$25 sweet spot. A custom stainless steel tag for \$25-35 was much more attractive when you explained to people that the price included shipping (and for most US customers no sales tax) I've adjusted my markup down (not that it's high to begin with) to try to offset the increase in cost a bit, but the shipping charge still adds \$6.50 (or more for some countries) to the cost of each item if ordered separately.

I'd also love to see Shapeways consider reinstating the free shipping idea, even at a higher price target (\$50, hell even \$100? if necessary) as an incentive for larger orders.. Orders under that rate could pay the \$6.50 shipping.

I'm curious to see what the guys at Shapeways would feel if I made "2-packs" available for my co-creators. Like designerica said, it's not any different than a set of earrings or cuff-links. What it would do though is, say for a plain stainless steel print, reduce the cost of two items by \$6.25 each. ( \$6 start up cost + \$6.50 shipping / 2). Actually with the price/cm<sup>3</sup> lower in many materials orders would probably end up slightly less expensive than before.

Shapeways benefits from 2 sales instead of one, and better shipping efficiency by bundled items shipping together. The time spent on manual review of the models should be a bit improved as both are virtually identical models (and in the case of a co-creator, probably a basic design that has been printed successfully several times). Now, sure there's a little more cleaning and handling involved by doing it this way. But again limiting it to two items would make it no different than a set of earrings/cufflinks.

My customer benefits from a lower price for buying 2 items.

I benefit slightly by getting two orders at once and spending slightly less time modeling and uploading one file.

Would this be acceptable for you guys at shapeways? I want to ask before I do so since I wouldn't want you guys to have the system abused and eventually only allow 1 item per file for all orders.

---

Subject: Re: New price structure  
Posted by [stop4stuff](#) on Sun, 02 Oct 2011 21:41:39 GMT  
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B1lancer wrote on Sun, 02 October 2011 13:50stop4stuff wrote on Sun, 02 October 2011 10:26The old pricing structure did not have postage as a % of the model cost, the deal was \$25 minimum order with shipping included. You might interpret that as a % of the model cost, but what if the model cost was only \$15? With the new pricing structure the total cost is slightly less (or more, depending which part of the world the model is shipped to.)

Of course the old pricing structure did! Unless UPS were giving Shapeways free postage?

The reason for the minimum order was so that Shapeways covered their costs of postage, this implies that a percentage of that \$25 was kept aside to cover postage costs.

For example, a \$25 order may break down as such:

\$6 Postage

\$7 Model production costs

\$5 Handling

\$7 Profit

My question is now we pay postage seperately we should see that \$6 removed from our order cost by making the materials or handling fee slightly cheaper, right?

Ok... shall I get into trouble now, or can you move on???

[edit] sorry, i just read some of the rest of the posts (~20 or so) that've hit my inbox since i've been out... but my post here still stands.

Pick holes in Shapeways pricing structure all you want, but at the end of the day Shapeways are adapting to their business plan, and for some members it seems that they have difficulty understanding business.

sorry for typos.

---

Subject: Re: New price structure  
Posted by [razh00](#) on Fri, 07 Oct 2011 13:45:15 GMT  
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I think the topic is simple: shapeways has now more clients than they can manage (as we can see on order delays) so they increase the price to get more profits.

that's basic economy. no more hidden reasons beyond those changes.

But Me as a customer am not using and ordering from shapeways with their new price structure. And what i recommend you all to do is not to buy anything with new prices for at least one or two months so the company can feel they are losing money.

That's the only thing we can do. and remember things cost what people want to pay for them.

---

Subject: Re: New price structure  
Posted by [mctrivia](#) on Fri, 07 Oct 2011 13:49:31 GMT  
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razh00 wrote on Fri, 07 October 2011 13:45

I think the topic is simple: shapeways has now more clients than they can manage (as we can see on order delays) so they increase the price to get more profits.

that's basic economy. no more hidden reasons beyond those changes.

But Me as a customer am not using and ordering from shapeways with their new price structure. And what i recommend you all to do is not to buy nothing with new prices for at lesat one or two months so the company can feel they are loosing money.

Thats the only thing we can do. and remember things cost what people wants to pay for them. I don't think that is it at all. For some the price has gone down.

The reality is shapeways had a bad pricing structure before. I could make a 1cc model in detailed. Add \$25 markup and shapeways would lose money on every sale.

The new pricing is probably more expensive on the whole. Part of this may be to make more money. Part of it may be they want to aim a little high and announce reductions later once they have more data on how there cost to profit ratio is working out.

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Subject: Re: New price structure  
Posted by [roofoo](#) on Fri, 07 Oct 2011 14:00:27 GMT  
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Wow, I just had a really crappy experience with Shapeways. I ordered a model prior to October 1, then yesterday I got a rejection notice. They gave me a coupon but now the price for the model is \$11.20 more than the coupon! I asked customer service if I can still order at the pre October 1 price since I had my order in before then, and they refused! They are unwilling to give me the deal they gave me last week, plus I will have to pay \$6.50 shipping on top of what I already paid. This is just lousy on your part, Shapeways. I hope you tank.

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Subject: Re: New price structure  
Posted by [Youknowwho4eva](#) on Fri, 07 Oct 2011 14:51:57 GMT  
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That is unfortunate, what was the reason for rejection? If no solution is reachable, you can always ask for a refund, and try your order else where. Which ever way I hope you live long and prosper

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Subject: Re: New price structure  
Posted by [duann](#) on Fri, 07 Oct 2011 14:55:06 GMT  
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Hey Roofoo,

I am looking into it now.

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Subject: Re: New price structure  
Posted by [designerica](#) on Fri, 07 Oct 2011 14:56:47 GMT  
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instead of asking for the old price (probably hard for them to do), ask for a coupon for the full value at the new price. they might be able to do that.

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Subject: Re: New price structure  
Posted by [designerica](#) on Fri, 07 Oct 2011 15:23:17 GMT  
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still no answer on the question about putting two models into one file for small items. i'm going to continue to place orders like i always have. i'll let everyone know if i get a rejection for having multiple models in a single file.

friends at shapeways: i beg of you, if you want me to put a single model in each file and order that way, please make it easier for me to search and organize and order from my main design page. don't make me click on each model, wait for it to load, wait for it to load again with the right material, put it in the cart, go to the cart, go back to page one of my designs, find the next file, and start all over. it takes 10x as long as putting the models into a single file and uploading an order, and then you're charging me more. one quick fix would be to have each model open on a separate page, so i don't have to navigate back to the correct page of designs to add the next file. i try to remember to open in a separate page but it would be easier if it were built in.

and seriously-- if you don't want me to group models, please reject my files when i do it. i'll be very honest: it's very hard for me to spend more money voluntarily no matter how much i want to do "the right thing". as a fledgling business, i don't have that extra money. when i sell a product, i take the profit and buy more rings from you. i understand that you are a business and you have to make a profit, but this is business for me, as well.

---

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Subject: Re: New price structure  
Posted by [duann](#) on Fri, 07 Oct 2011 15:41:03 GMT  
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---

Hi designerica,

Thanks for the feedback, I will flag it with our UX designer.

We do prefer a single model per file except in the case of cufflinks and earrings where we accept they are usually best worn as a pair. By putting multiple parts into a file it negates our pricing structure of a handling fee per item.

I REALLY appreciate your honesty in asking this question in a public forum and we do not currently reject orders based on multiple parts per file.

We may deal with this practice in the future but for now we simply ask that it be avoided.

Thanks again

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Subject: Re: New price structure  
Posted by [roofoo](#) on Fri, 07 Oct 2011 15:41:45 GMT  
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I just want to say that Duann sorted it out and gave me a coupon to cover the extra cost. Thanks for your help!

One thing I would like to say though. The current system of model rejection requires the customer to reupload and then reorder. This seems unnecessarily complicated to me. Instead, there should be a way to upload a revised model and attach it to the same order, rather than having to deal with refunds or coupons.

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Subject: Re: New price structure  
Posted by [designerica](#) on Fri, 07 Oct 2011 18:27:43 GMT  
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you're not the first to bring this up. but it seems this is the only way to do it, my understanding is that once an order goes to the printer it can be cancelled but not changed. so canceling and re-ordering is the only way.

i think i've gotten something like 20 or 30 coupon codes in the time i've been doing this.

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Subject: Re: New price structure

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Posted by [pete](#) on Fri, 07 Oct 2011 20:23:35 GMT  
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Guys,

we hear you with the re-order stuff and coupons.

The problem is quite simple at the moment we close the sale at the moment you order. When it is rejected, we have to cancel the order (or part of it). It also means you cannot add to the order anymore -> hence the vouchers.

Now, we are considering changing that to keeping the order open until we start printing. This is much more complex on the money collecting side, since it would require putting a hold on the credit card and only charge at the moment of print start, but it can be done.

Pete

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Subject: Re: New price structure  
Posted by [roofoo](#) on Fri, 07 Oct 2011 20:34:08 GMT  
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I think that would be the way to go, because it would also better enable consolidating shipments, instead of having various models shipped separately even though they were ordered together.

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Subject: Re: New price structure  
Posted by [woody64](#) on Fri, 07 Oct 2011 21:52:04 GMT  
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The new cost structure is fair since - as already mentioned before - a production consists of startup costs - printing cost - shipping costs.

Interesting would be, what shapeways can do to also improve prices for our shops with (small) items:

o) shipping costs in US seems rather ok, bringing Europa on the same level (\$6.5) would be fine.

o) I've started to use sprues a long time ago with the introduction of handling fees for WSF. To this time I discussed that with Pete and he stated that that's ok for shapeways since the small item becomes now a bigger item. And that reduces handling costs.

Shapeways simple can tell us the best system to make small parts.

o) If sprues are a solution then why not:

-) add stl files for a collection of items of the same type (1,2,5,10)

so the user can order more of an item thus reducing costs significantly

the stl files could be provided by us designers for the first step

(to be honest that would have been more helpful then changing the items page in parallel introducing more problems then advantages. Caused by this I can do nearly nothing to improve the situation since the new sides are nearly not handleable for mass changes)

-) the more interesting idea would be to add sprues automatically in the background

Or raise any other idea how to run the business for both sides.

In the first step shapeways has changed the things to make their business running. That's understandable and also in our interest.

(as always shapeways did it in a short term manner, without discussing it with the affected key user groups in advance and solve this problem before)

But as the designers make the world running for shapeways it would be fair to return some of the work we have done with a proper idea how to go on!!!!!!!

Currently it's done in a way take it or die. But since we are also affected by end user behavior (our and shapeways customers, who ware willing to pay certain prices) that means die for some of us.

And that's a little bit a shame since some of us invested a lot during the last 3 years. Thus also allowing shapeways to grow.

Woody64

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Subject: Re: New price structure

Posted by [Zoe Brain](#) on Mon, 10 Oct 2011 04:27:04 GMT

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Here in Australia, I'm part of a wargaming group that used to buy a number of 1/144 aircraft miniatures from shapeways.

These cost about \$8 each. Some up to \$35. The price per model has changed a little - \$9 and \$31 for the same thing respectively- not enough to worry.

But the \$25 minimum really made a difference. Customers would buy 4-6 models in a batch, average cost \$50, because it was cheaper than the alternatives. If the minimum was raised to

\$50, and still no postage, shapeways would have perhaps sold more, not fewer models. It's relatively painless to go from a \$45 to a \$55 order, adding another plane, to get free postage.

But \$20 for postage - when competitors are able to charge \$6 - that puts people off. I know of \$1000 in prospective orders that have been cancelled, people who had \$45 or \$55 worth in their shopping carts, just waiting for another plane design to be completed to get one shipment, who suddenly found the cost wasn't \$45, but \$70 now. So they flushed their carts.

Orders were doubling about every two months. Now they've flatlined.

Obviously a good thing if shapeways is losing money on each such order due to postage arrangements, and it means you won't have to be bothered by having to increase your capacity to deal with Asia/Pacific customers, a market that was exploding.

Not so good if you weren't losing money though.

I'm not sure you'll get these customers back - the changes weren't publicised too well. You lost a lot of goodwill.

Perhaps if you included alternate postage options, or gave free postage for \$50 or even \$100. Right now, even on a \$100 order, the additional postage is a 20% price hike. Orders would have to be several hundred dollars to be lower than an acceptable 5% extra. If that's what it actually costs you, I think you can do better.

---

Subject: Re: New price structure  
Posted by [duann](#) on Mon, 10 Oct 2011 04:43:41 GMT  
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---

Hey Zoe,

I understand your position in Australia, the change in shipping costs is significant, but this is closer to the true cost for Shapeways to distribute to Australia and New Zealand.

If you are part of a group would it be worthwhile to put in an order together to amortize the cost of shipping.

Yes the Australian community is growing fast, as is the interest in aircraft miniatures from what we are seeing and we would like to continue to make it possible for you to make what you want.

Please let us know what else we can do to make it viable for you?

Thanks for the feedback

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Subject: Re: New price structure  
Posted by [Grimjier](#) on Mon, 10 Oct 2011 04:46:53 GMT  
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What is going to be defined as sets? Is this a management decision or something the machine operator will decide?

You mention earrings and cufflinks, but those are not really different than any grouping except that they both (assuming metal) require more work on Shapeways part.

I am producing some jewelery (having done cufflinks and pendants) where I am glad to hear this kind of set will be supported, but I am also producing a lot of miniatures for wargames. If I group several of these I can make sets (more if the 1M polygon limit is raised without having to go to the zip file method) that should be both reasonable for Shapeways and within the wargame/miniature industry standards so buyers do not feel the product is overpriced.

If this is acceptable since it is a "set" how is it determined? Will there be a part limit per .STL file?

Will Shapeways provide an upload that auto-sprues .STL batches (or provide sprueing guidelines)?

Until an official policy is announced (one that I hope is grounded in reason and research as has generally been the case with new materials introduced), what I would hope Shapeways does not do is start auto-rejecting .STL files that contain more than one "part" (since that is still yet to be defined especially as with puzzles).

Please let us know how we can help influence this process,  
Thanks!

-Grimjier

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Subject: Re: New price structure  
Posted by [Zoe Brain](#) on Mon, 10 Oct 2011 06:26:38 GMT  
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---

duann wrote on Mon, 10 October 2011 04:43If you are part of a group would it be worthwhile to put in an order together to amortize the cost of shipping.

Its a group of groups. Some of whom are further away from each other than Moskva is from Den Haag. Australia is the size of Europe or the US, but with the population of BeNeLux or Texas. Any amortisation of International shipping is offset by internal shipping - cheaper than inter-european costs, but still not insignificant.

While putting together an order for \$100 is doable even by individuals, \$500 is not (except in exceptional circumstances - model railroad clubs for example).

There is a high elasticity of demand - as soon as you go above the cost of competitors (Riviresco, Skytrex, Armaments in Miniature etc) demand plummets. You've just done that.

duann wrote Yes the Australian community is growing fast, Not any more, you've just killed it.

If you keep track of sales to Aus/NZ in October vs November, I'd be astounded if the sales don't drop by at least 90%, and don't grow further.

duann wrote as is the interest in aircraft miniatures from what we are seeing I'd expect a small drop in the USA, a larger drop in the UK and Europe, but a precipitous drop elsewhere.

As regards ANZ, the tweaking of prices to match actual production costs is a minor issue. It's the postage that's the killer.

duann wrote and we would like to continue to make it possible for you to make what you want.

But you must be able to make a profit on it too! Maybe not as much as with other markets, but enough to make it worthwhile.

Other manufacturers though don't seem to have the same transport costs you do. Your products are light, and with suitable packaging, will be under 250g, 500g, and always under 1000g even for \$500 of aircraft. Air Postal charges are based on weight primarily, rather than volume.

I was amazed that you could absorb shipping costs on orders of only \$25. It's no surprise that you really couldn't. But if you can't on \$100, there's something wrong. Either you're over-packing, or not using the most efficient method, or both.

Starting a subsidiary in Australia or NZ to service this market may be doable. The population of ANZ is about 25 million, postage costs a little less than USPS internally.

But if not, and it really does cost you \$20 - or more - to ship here, that's not viable. Which would please neither of us, but facts are facts.

Subject: Re: New price structure  
Posted by [duann](#) on Mon, 10 Oct 2011 07:07:17 GMT  
[View Forum Message](#) <> [Reply to Message](#)

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Hey Zoe,

We use UPS as it is a totally traceable system. We do not lose items and we know exactly where they are at all times. We are looking into other postage options in the future, but would you be willing to risk an untraced package through standard post if Shapeways could not guarantee delivery? if it was cheaper? What would the ideal price point be for you?

I have been keeping a very close eye on the Australian community growth and orders as I am in Adelaide I have a vested interest.

Thanks again.

---

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Subject: Re: New price structure  
Posted by [Zoe Brain](#) on Mon, 10 Oct 2011 08:08:13 GMT  
[View Forum Message](#) <> [Reply to Message](#)

---

duann wrote on Mon, 10 October 2011 07:07 would you be willing to risk an untraced package through standard post if Shapeways could not guarantee delivery? if it was cheaper? What would the ideal price point be for you?

Give the option. Personally, I'd recommend standard mail to Australia, as it's pretty reliable. I'd also recommend free shipping on orders of >\$100. That I think is the optimum between cost to Shapeways and cost to consumer. It encourages customers to buy more than they'd really like to (increasing Shapeways profit) while defraying postage costs over a larger order.

Free shipping on \$50 and you'd see a return to the same sales levels as at present, perhaps higher, but that's no use if the profit per sale is negligible. That's a "grow the market" price.

Looking over my previous orders, the best case is \$84 now vs \$73 before (large items cost significantly less now), worst case \$45 now vs \$28 before.

I didn't get a tracking number for that order, BTW. It's not as if UPS here was any more reliable than Australia Post.

Speaking personally - if there was free shipping on \$100+, I'd be likely to buy that extra model or two. I'd get the same (or greater) number of models, but as 1 order of 10 every 4 months rather than 2 orders of 4, as I did before the change in rates.

The ideal shipping price for me \*has\* to be the one that maximises Shapeways profit. With \$20 flat on everything, they've killed sales here. No sales, no profit. With \$0 charge on only \$25 orders, profit is also near nil. Whether profit would be higher at 0 cost per \$50, or 0 cost at \$100, I don't know. Sales would be much higher at 0 for \$50, but profit per sale much less.

Psychologically, people would far rather pay \$100 if they feel they're getting something free, as opposed to \$80 plus \$20 postage. .

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Subject: Re: New price structure  
Posted by [BillBedford](#) on Mon, 10 Oct 2011 08:28:06 GMT  
[View Forum Message](#) <> [Reply to Message](#)

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Zoe Brain wrote on Mon, 10 October 2011 06:26  
There is a high elasticity of demand - as soon as you go above the cost of competitors (Riviresco, Skytrex, Armaments in Miniature etc) demand plummets. You've just done that. Shapeways gives you the ability to produce things that cannot easily be produced by conventional means and to exploit niche markets which other producers cannot afford to go into. If you can market on your product's uniqueness and difference from the mass market, then you will be able to capture your own customer base and charge a premium. Trying to use 3D printing to compete with companies using conventional mass production methods is something that is bound to end in tears.

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Subject: Re: New price structure  
Posted by [stop4stuff](#) on Mon, 10 Oct 2011 08:28:53 GMT  
[View Forum Message](#) <> [Reply to Message](#)

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duann wrote on Mon, 10 October 2011 07:07Hey Zoe,

We use UPS as it is a totally traceable system. We do not lose items and we know exactly where they are at all times. We are looking into other postage options in the future, but would you be willing to risk an untraced package through standard post if Shapeways could not guarantee delivery? if it was cheaper? What would the ideal price point be for you?

I have been keeping a very close eye on the Australian community growth and orders as I am in Adelaide I have a vested interest.

Thanks again.

Duann,

I don't know how the regular postal service work in the Netherlands, however, in the UK a package sent via Royal Mail is insured to the value of 100 x 1st class post price which is currently Â£0.46, meaning automatic insurance to the value of Â£46.00 (~\$71.75)... say a package weighed 250g and was valued at \$70, postage within Europe is ~\$3.92, and the Rest of the World is ~\$6.37 - add on packaging prices to that for your final figure.

Yes, its not tracked but tracking services are available at additional fees and so is extra insurance for additional fees.

fwiw, in 9 years of buying and selling (home and abroad) on ebay with over 800 transactions, and dozens of other online transactions, I've not once had a package not reach its destination. At times I have used RM's overseas tracking services and needed to use additional insurances services.

You should also note that it is the sender's risk when sending an item as the delivery contract is between sender and carrier... a buyer faces no risk.

---

Subject: Re: New price structure  
Posted by [virtox](#) on Mon, 10 Oct 2011 08:57:05 GMT  
[View Forum Message](#) <> [Reply to Message](#)

For reference PostNL (non-bulk) rates:

X 1.4 for \$ prices.

First column, non-trace, second with trace  
And this is without insurance.

I have had way less than 800 ebay transaction but have had several packages disappear using postal service.

And indeed it is usually the risk of the sender if things get lost.  
But I assume, we do not want Shapeways spending too much time on lost packages and

insurance claims.

---

### File Attachments

1) [postnl.jpg](#), downloaded 462 times

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Subject: Re: New price structure  
Posted by [tebee](#) on Mon, 10 Oct 2011 09:11:13 GMT  
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---

Out of about 600 ebay transactions I've lost 5 but 3 of those were in a group posted at the same time so that may just be bad luck.

As Shapeways uses Paypal to accept payments it is obliged to provide tracking (or just compensate anyone who says it did not arrive)

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Subject: Re: New price structure  
Posted by [stop4stuff](#) on Mon, 10 Oct 2011 09:36:01 GMT  
[View Forum Message](#) <> [Reply to Message](#)

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I forgot to mention, the prices I quoted were for Airmail, Surface mail is cheaper but takes much longer and a 2kg package for Rest of World sent Airmail would come in at ~\$36.30 - comparable to Post NL, but insured to ~\$71

Overall, Shapeways UPS shipping comes out quite well compared to other flat rate options.

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Subject: Re: New price structure  
Posted by [taikonaught](#) on Mon, 10 Oct 2011 11:03:01 GMT  
[View Forum Message](#) <> [Reply to Message](#)

---

Also being in Australia, I am gutted by the the new pricing structure. While I agree with everything Zoe said, her comment that Shapeways has lost a lot of good will in this part of the world is a huge understatement. And in this case, this part of the world seems to refer to the entire planet, bar Europe and the US.

From where i stand, charging \$20 for shipping seems like either opportunism, or the pointed sniping of our business.

I have a pricing proposal which I haven't heard mentioned yet. Forgive me if it has and I have missed it. Free postage on orders over \$40, or reasonable postage charges for anything below that. Charge for the volume of material used as before, and a start up fee for labour intensive processes, but also charge a percentage of the mark-up fee that sellers add. This way, if someone is selling an item that is small and cheap to produce, but valuable to buyers (like the miniature planes noted above) Shapeways also collects a cut of the profits, rather than feeling they have to change the system to shut that side of the business down.

Just a thought.

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Subject: Re: New price structure  
Posted by [mctrivia](#) on Mon, 10 Oct 2011 11:47:31 GMT  
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---

shapeways already) charges 3% commission on markups. Any higher and people would be complaining that they are gouging us to pay for the Australians. And besides they would have to charge 50% to guarantee they still make money when shipping free over \$50 to Australia. I know I would shut my shop down in that case and few of my products go to Australia so that is not very fair.

The best option is an alternative shipping option that is cheaper(in my case even more expensive would be better then using UPS) and make us sign a waver that they are not responsible for lost packages sent by any method other then UPS(or other trackible options).

Ideally you know the dimensions of the package. Offer bubble envelope on packages that would fit in 20mm envelope(so 15mm wide). Also you can offer different shipping options based on where people are.

North America:  
USPS Envelope(\$3)  
USPS International Small Flat Rate Box(\$12)  
UPS(\$6.50)

To the rest of the world. I don't know what is available. These USPS prices are based on what anyone in the US could get. You may be able to do better. \$12 USPS flat rate box is not much cheaper then \$16.50 UPS(\$6.50 +\$10 at the door) but it would be nice and some products could use envelopes.

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Subject: Re: New price structure  
Posted by [virtox](#) on Mon, 10 Oct 2011 11:58:01 GMT  
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I think the 3% charge on mark-ups is to cover the paypal transaction fee cost.

But any additional charges would not be ok with me as a designer. The markup is already way lower compared to other sales channels/retail.

I assume profits for Shapeways come form a minor portion of the handling and printing fees.

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Subject: Re: New price structure  
Posted by [mctrivia](#) on Mon, 10 Oct 2011 11:59:45 GMT  
[View Forum Message](#) <> [Reply to Message](#)

---

it is. My point is they can't raise it to cover shipping and be reasonable.

---

---

Subject: Re: New price structure  
Posted by [stop4stuff](#) on Mon, 10 Oct 2011 12:10:49 GMT  
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---

Let's put the shoe on the other foot.

(hypothetically)

I am selling an item on eBay.

My item cost me \$20 and I want to make \$5 profit.

Costs involved.

- eBay selling fee \$3
- PayPal fee \$0.90
- Packaging \$1.00
- Insured, tracked shipping to Australia \$13

You can see the overall cost to the customer is \$42.90

How can I make the item cheaper for the customer?

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Subject: Re: New price structure  
Posted by [B1lancer](#) on Mon, 10 Oct 2011 14:28:17 GMT  
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If Shapeways have changed the prices to more accurately reflect the actual costs does that mean if I order a large and heavy item I pay more postage to reflect the increase in shipping costs for a large item? No?

Does this mean smaller items are now subsidizing the postage of larger items?

---

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Subject: Re: New price structure  
Posted by [mctrivia](#) on Mon, 10 Oct 2011 14:35:01 GMT  
[View Forum Message](#) <> [Reply to Message](#)

---

if you are big enough shipping companies will give you flat rate deals. so weight becomes irrelevant. UPS knows that large heavy items almost never happen so they charge shapeways accordingly.

So are heavy items subsidizing light ones? No because everything probably falls in the same weight class. And if you order something out of the weight class the per cc charge will more than make up for the lose on shipping. How much do you think a 100kg steel print would cost? Steel is probably worst case senario for cc/kg cost.

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Subject: Re: New price structure  
Posted by [stop4stuff](#) on Mon, 10 Oct 2011 15:00:57 GMT  
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B1lancer wrote on Mon, 10 October 2011 14:28If Shapeways have changed the prices to more accurately reflect the actual costs does that mean if I order a large and heavy item I pay more postage to reflect the increase in shipping costs for a large item? No?

Does this mean smaller items are now subsidizing the postage of larger items?

I just had a quick check of the boxes I've still got. The labelled Ship Weight is 0.5kg on all of them (including the larger boxes). For me sending the same 0.5kg package by Royal Mail's Airsure service (trackable with signature - equivalent to UPS) to a European destination, the cost would be ~\$17 (+VAT) & Shapeways charges just \$9.50 (+VAT) for the same service.

Shapeways have not announced any pricing to reflect heavier packages and whether or not light weight packages are subsidising heavy packages is not really relevant as the announced shipping

prices are flat rate per order.

Obviously the best way to take advantage of these pricing changes is to add more models to each order and spread the shipping cost over the amount of models... I can see it being better for me to create a market for an item, bulk order and ship out as necessary to give my customers the best deal. A bit of a diversion from 'manufactured on demand' I know, but it seems to be the way forward. Done the right way, I can sprue models together to make savings to help offset the cost of shipping.

Call me an optimist if you like, but I like to think I'm pragmatic and just go with the flow... adapt to survive and all that

---

Subject: Re: New price structure  
Posted by [lensman](#) on Mon, 10 Oct 2011 15:11:04 GMT  
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---

Info on shipping from another 3D printing service in Europe. Prices effective July '11 and I believe still current.

-----  
Important to mention is that you have the choice of 2 the shipping services for deliveries in Europe.

UPS express Saver delivers in Europe the next day after shipment, UPS standard takes about 1 to 3 days in Europe.

Outside Europe, we always ship with UPS express Saver. (My italics)

When your order exceeds the 99 euro/99\$, the default shipping method is for free.

UPS Standard E6.19	(approx US\$8.66)
UPS Express Saver E8.76	(approx US\$12.26)

-----

So, three important things there; one, the average purchaser pays MORE for shipping, the long-distance buyer pays LESS for shipping and the incentive to BUY more is a 99 Euro OR Dollar minimum purchase.

This plan would actually hurt me (I fall in the average purchaser category) but would benefit how many more on Shapeways? How many non-US/Europe customers are there? (Likely to be a lot less if SW keeps the new shipping prices).

Glenn

---

Subject: Re: New price structure  
Posted by [B1lancer](#) on Mon, 10 Oct 2011 15:52:10 GMT  
[View Forum Message](#) <> [Reply to Message](#)

---

stop4stuff wrote on Mon, 10 October 2011 15:00  
Call me an optimist if you like, but I like to think I'm pragmatic and just go with the flow... adapt to survive and all that

Trouble is I can't, it's just not financially possible for me to do so. The only way for me to continue would be to bundle models to avoid the handling charges for each one, but this is classed as "abuse". So there seems little I can do.

It's like throwing a human into a vacuum chamber and as their eyeballs pop out saying "adapt to survive".

Regards,

Jack

---

Subject: Re: New price structure  
Posted by [virtox](#) on Mon, 10 Oct 2011 15:57:14 GMT  
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---

Bundling models by means of sprues or cages is allowed.

And it might need some research by the community and Shapeways, but should be doable for most models.

Edit:

Based on previous experiences, I am pretty sure Shapeways takes all feedback into account, and they will likely help people where they can to transition as smoothly as possible.

But for them too it is adapt and survive, they were probably losing money using the old (optimistic) price scheme.

---

Subject: Re: New price structure  
Posted by [stannum](#) on Mon, 10 Oct 2011 16:11:18 GMT  
[View Forum Message](#) <> [Reply to Message](#)

lensman wrote on Mon, 10 October 2011 15:11UPS Standard E6.19 (approx US\$8.66)  
UPS Express Saver E8.76 (approx US\$12.26)  
-----

So, three important things there; one, the average purchaser pays MORE for shipping, the long-distance buyer pays LESS for shipping and the incentive to BUY more is a 99 Euro OR Dollar minimum purchase.

Are those numbers with or without VAT? SW Europe with VAT is 11.30 dollars (9.5\*1.19).

---

Subject: Re: New price structure  
Posted by [Grimjier](#) on Mon, 10 Oct 2011 16:43:57 GMT  
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Sorry, left this off last night - is there a timetable that Shapeways is looking at for when they will announce what constituents a set?

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Subject: Re: New price structure  
Posted by [stop4stuff](#) on Mon, 10 Oct 2011 17:33:21 GMT  
[View Forum Message](#) <> [Reply to Message](#)

B1lancer wrote on Mon, 10 October 2011 15:52stop4stuff wrote on Mon, 10 October 2011 15:00  
Call me an optimist if you like, but I like to think I'm pragmatic and just go with the flow... adapt to survive and all that

Trouble is I can't, it's just not financially possible for me to do so. The only way for me to continue would be to bundle models to avoid the handling charges for each one, but this is classed as "abuse". So there seems little I can do.

It's like throwing a human into a vacuum chamber and as their eyeballs pop out saying "adapt to survive".

Regards,

Jack

Jack,

It can't be as bad as all that, can it?

I didn't think it would be financially possible for me to buy in to offset shipping, but looking at the numbers and selling what I have at home via etsy or eBay (models that I bought in for myself or for photographing) there is light at the end of the tunnel.

What is your YouTube account?

What is your Twitter account?

Facebook?

Blog?

etc.

- I ask as social networking is the way forward in promoting yourself and your models.

Get your stuff out there!

Sorry for the Ra-Ra blabber, however if you cannot see the way forward, you'll never go forward.

I had some real bad shit happen in my life 15 16 years ago and it is only now that I believe in myself enough that can type this and put it down.

Throwing in the towell at this stage is not an option!

[edit] it was 16 years ago. just goes to show how much it screwed me up that I didn't remember how old my son should be

Subject: Re: New price structure  
Posted by [lensman](#) on Mon, 10 Oct 2011 17:54:58 GMT  
[View Forum Message](#) <> [Reply to Message](#)

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stannum wrote on Mon, 10 October 2011 16:11  
lensman wrote on Mon, 10 October 2011 15:11  
UPS Standard E6.19 (approx US\$8.66)  
UPS Express Saver E8.76 (approx US\$12.26)

-----

So, three important things there; one, the average purchaser pays MORE for shipping, the long-distance buyer pays LESS for shipping and the incentive to BUY more is a 99 Euro OR Dollar minimum purchase.

Are those numbers with or without VAT? SW Europe with VAT is 11.30 dollars (9.5\*1.19).

Hhm, I had a quick look. Hard to tell. I can say that a German customer did not have to pay VAT to the Belgian based company...

---

Subject: Re: New price structure  
Posted by [ana](#) on Mon, 10 Oct 2011 21:53:09 GMT  
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There's been some discussion here of sprues earlier in the conversation. I made a few comments in this thread here, but to reiterate in fewer words: sprues could be a great option for the community and for Shapeways, but we're going to need to address it on a material by material basis.

With regard to our current shipping prices, its clear that it causes some pain to certain users. I have to repeat, we're not doing this because we're looking to price gouge and walk away with outrageous margin. We don't like creating a more difficult experience for you.

We've calculated all the costs very carefully, and this is what works in order to make sure our costs as a business are covered. For the time being, Shapeways needs to either stick with the shipping costs as they currently are, or figure out a new arrangement and increase the material and handling cost to cover it. Correct me if I'm wrong, but I don't think that would be desirable alternative for you guys, would it?

Subject: Re: New price structure  
Posted by [Zoe Brain](#) on Mon, 10 Oct 2011 22:37:39 GMT  
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ana wrote on Mon, 10 October 2011 21:53 With regard to our current shipping prices, its clear that it causes some pain to certain users. I have to repeat, we're not doing this because we're looking to price gouge and walk away with outrageous margin.

I'm convinced of that. The present pricing schedule isn't price gouging. They couldn't continue as they were, that's reality.

It just means that from now on, sales outside the US and Europe - sales which had been growing fast - won't happen. That's also reality. "Some pain" doesn't describe it. It's a dealbreaker.

We're trying to find a sweet spot, regardless of cross-subsidies, that maximises profit for Shapeways. Maybe they'll make \$10 on a sale in the UK, but only \$0.05 on the same sale to Thailand (for example). But if that's what maximises profit, so be it. Profit = Profit per item x no of items sold. Different elasticities of demand and different actual shipping costs means you won't, in general, make the same profit-per-item everywhere. The important thing is to maximise total profit. You get no profit if you make no sales.

If your capacity is limited, then selling in only those places that you have low costs to ship to makes sense. You also raise prices to reduce demand to equal your capacity. But if you have more capacity than needed - the usual case - then as long as you don't actually make a loss on a sale, any sale is good.

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Subject: Re: New price structure  
Posted by [B1lancer](#) on Tue, 11 Oct 2011 01:32:46 GMT  
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---

stop4stuff wrote on Mon, 10 October 2011 17:33

Jack,

It can't be as bad as all that, can it?

I didn't think it would be financially possible for me to buy in to offset shipping, but looking at the numbers and selling what I have at home via etsy or eBay (models that I bought in for myself or for photographing) there is light at the end of the tunnel.

What is your YouTube account?

What is your Twitter account?  
Facebook?  
Blog?  
etc.

- I ask as social networking is the way forward in promoting yourself and your models.

Get your stuff out there!

Sorry for the Ra-Ra blabber, however if you cannot see the way forward, you'll never go forward.

I had some real bad shit happen in my life 15 16 years ago and it is only now that I believe in myself enough that can type this and put it down.

Throwing in the towell at this stage is not an option!

[edit] it was 16 years ago. just goes to show how much it screwed me up that I didn't remember how old my son should be

The problem is in the model railway market (market I'm in) there are certain prices that people expect to pay, I was already the high end of those prices and as a result many models I make I have to set the mark up to as little as \$1. Now effectively add an additional \$15 to account for the increases in the price of the smaller models and postage and it makes the models too expensive.

It would have been nice if shop owners could have been informed of the price changes and given details of exactly what they were a couple months in advance, the final price changes have more or less been implemented over night.

Maybe I can restructure but it'll take time.

Regards,

Jack

---

Subject: Re: New price structure  
Posted by [duann](#) on Tue, 11 Oct 2011 02:24:23 GMT  
[View Forum Message](#) <> [Reply to Message](#)

Hey All,

Thanks for your input here but this is the lowest possible cost we can put on shipping, those of

you that have researched will see there are very few ways to make it cheaper. If we are to offer free shipping over a threshold amount, we would have to increase the cost to print, then everyone below that threshold would be subsidizing the shipping for those over the threshold amount, and those that make really large orders would be paying X times shipping.

The current model is the fairest way we can see to reflect true shipping costs.

If we offer other shipping options, it would be unlikely to be significantly cheaper for those most affected (outside US & Europe).

There may be some benefit for those facing UPS import fees, but little advantage on the actual cost.

What we will do is drive down the cost of 3D printing, this is our focus. to make it easier for you all to make what you want.

UPDATE: You may also want to look at your models if you are bundling multiple parts into a file to escape the handling cost, the more of these that we see of this the quicker we will need to implement a way to correct our processing to cover this cost.

There are really not many people doing it at the moment but we would rather see less than more.

Thanks all..

---

Subject: Re: New price structure  
Posted by [glehn](#) on Tue, 11 Oct 2011 12:37:03 GMT  
[View Forum Message](#) <> [Reply to Message](#)

duann wrote on Tue, 11 October 2011 02:24

UPDATE: You may also want to look at your models if you are bundling multiple parts into a file to escape the handling cost, the more of these that we see of this the quicker we will need to implement a way to correct our processing to cover this cost.

This is a little confusing for me... I saw in other threads people discussing the use of sprues to bundle multiple parts together.

I have been doing that, for example here:

[http://www.shapeways.com/model/308677/008d\\_ec\\_350\\_ecureuil\\_p air.html](http://www.shapeways.com/model/308677/008d_ec_350_ecureuil_p%20air.html)

I have put two models of the helicopter together in the same file and connected them with sprues.

Would that be a problem?

Regards,  
LuÅ-s

---

---

Subject: Re: New price structure  
Posted by [mctrivia](#) on Tue, 11 Oct 2011 12:42:30 GMT  
[View Forum Message](#) <> [Reply to Message](#)

---

that is fine so long as you design to best suit shapeways:

<http://www.shapeways.com/forum/index.php?t=msg&th=6592&start=0&>

I am starting an open source project to automate the creation of grouped models. The more input I can get from shapeways the better as it is possible to make a different layout per material.

---

---

Subject: Re: New price structure  
Posted by [duann](#) on Tue, 11 Oct 2011 13:08:50 GMT  
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Hey Luis,

That is perfect, to us this is one part as it is a single item in the STL with a nice close sprue so we can efficiently nest it in the build.

Thanks

---

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Subject: Re: New price structure  
Posted by [lensman](#) on Tue, 11 Oct 2011 16:29:54 GMT  
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And once we all OWN a 3D printer we won't have to worry about postage

The fax machine meant that post offices had a huge drop in demand over the last decade or so... and partly because of that they had to raise prices in order to cover overhead.

Eventually (and by no means overnight) the post office and shipping companies in general will see another decline in demand for service as we print our own products instead of having them mailed to us or picked off a store shelf where it was delivered by train and truck...

...and shipping costs will go up again!

Glenn

---

---

Subject: Re: New price structure  
Posted by [mctrivia](#) on Tue, 11 Oct 2011 16:39:17 GMT  
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---

I don't know about at home but here in Winnipeg I now have access to a laser cutter, 3d printer(3d systems fdm - does pla and abs), 4 access cnc, vinel cuter, and soon plasma cuter. I think it will not be long before companies like this start popping up in every city.

---

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Subject: Re: New price structure  
Posted by [lensman](#) on Tue, 11 Oct 2011 18:10:19 GMT  
[View Forum Message](#) <> [Reply to Message](#)

---

Definitely agree there. More companies like this will exist long before we are all making things at home...

---

---

Subject: Re: New price structure  
Posted by [BillBedford](#) on Tue, 11 Oct 2011 20:21:46 GMT  
[View Forum Message](#) <> [Reply to Message](#)

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[lensman](#) wrote on Tue, 11 October 2011 16:29And once we all OWN a 3D printer we won't have to worry about postage

.....but the delivery on your own printer will be MegaBucks.

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Subject: Re: New price structure  
Posted by [ceramicwombat](#) on Wed, 12 Oct 2011 00:39:25 GMT  
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Duann, many of my models are dice sets which are 6 or 7 dice in one model. Are you folks going to treat these like cufflinks or earrings for handling fees? If not, please come up with a formula for multiple-part model handling fees.

The dice sets can't be sprued and buyers usually want to pick up a full set at once. I'll be uploading more sets soon and they will be multipart files. It would be nice for Shapeways to have an official policy on files like these before I upload them so I know if they are still going to be feasible items.

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Subject: Multiple Parts in Single file  
Posted by [duann](#) on Wed, 12 Oct 2011 01:01:18 GMT  
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Hi Ceramicwombat,

We will give plenty of notice before we make any changes to how multiple parts are treated in a file,

Perhaps a one click button to purchase a set like can be achieved through the API..

<http://www.shapeways.com/blog/archives/1027-How-To-Create-a-Shapeways-Shopping-Cart-for-your-own-External-Shop.html>

For now we are assessing the number, type and impact of this practice against the current pricing model. We will have an official line in the future.

Thanks

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Subject: Re: Multiple Parts in Single file  
Posted by [ceramicwombat](#) on Wed, 12 Oct 2011 01:58:15 GMT  
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Thanks for the response Duann. Even a lower handling fee for additional parts in a model would be good. I'd suggest (using stainless steel as an example) the \$6 handling fee for the first item in the file and then ~\$2 for each additional item in a file.

Subject: Re: New price structure  
Posted by [lensman](#) on Wed, 12 Oct 2011 10:07:09 GMT  
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BillBedford wrote on Tue, 11 October 2011 20:21lensman wrote on Tue, 11 October 2011 16:29And once we all OWN a 3D printer we won't have to worry about postage

.....but the delivery on your own printer will be MegaBucks.

That's okay, I'll just get my rich neighbour to make one on his printer

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Subject: Re: New price structure  
Posted by [Kasss\\_Gnarl](#) on Wed, 12 Oct 2011 16:35:06 GMT  
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Hi all,

I just thought I would point out that this page needs to be updated to reflect the new price structure.

[http://www.shapeways.com/tutorials/dyeing\\_sls](http://www.shapeways.com/tutorials/dyeing_sls)

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Subject: Re: New price structure  
Posted by [B1lancer](#) on Wed, 12 Oct 2011 16:43:04 GMT  
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Kasss\_Gnarl wrote on Wed, 12 October 2011 16:35Hi all,

I just thought I would point out that this page needs to be updated to reflect the new price structure.

[http://www.shapeways.com/tutorials/dyeing\\_sls](http://www.shapeways.com/tutorials/dyeing_sls)

Even the Price Info page is out of date <http://www.shapeways.com/support/pricing>

It says "Order amount

We have had people order products for \$1 and for \$1250, but most orders are between \$50 and \$150. The minimum order amount is \$25 per order."

There is no longer a minimum order! Was going to wait to see how long it would take them to notice, but this seems as good a time as any to bring it up.

Just shows you how quickly (and incompetently) this new price structure was implemented, not only was it too quick for Shop owners but Shapeways themselves

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Subject: Re: New price structure  
Posted by [stop4stuff](#) on Wed, 12 Oct 2011 17:35:06 GMT  
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The quickest way or reporting any errors that you spot is to jump into Shapeways Live Chat and leaving a message for Barry, 2nd to that is sending an email to [service@shapeways.com](mailto:service@shapeways.com), or 3rd reporting the issue in the Feedback Forum... wating to say 'I told you so' is not very grown-up, is it?

[edit] removed an f, sorry for typos

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Subject: Re: New price structure  
Posted by [Gregoire\\_Pfennig](#) on Thu, 13 Oct 2011 16:52:48 GMT  
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Average price for my 3D printed puzzles: 130\$

New average for my 3D printed puzzles: 200\$

>.<

I think before implementing a new pricing structure, shapeways should think of a way not to make orders late... (5 last orders)

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Subject: Re: New price structure  
Posted by [ana](#) on Thu, 13 Oct 2011 17:02:36 GMT  
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@gregoboyo I'm sorry that the change in pricing is a hit in wallet for you.

You're absolutely right, we're well aware that if we charge more, or take away free shipping, we

need to step up and do a better job of delivering our end of the bargain. We're putting laser-like focus on doing just that.

---

Subject: Re: New price structure  
Posted by [mctrivia](#) on Thu, 13 Oct 2011 17:09:57 GMT  
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[redacted]

I am curious what percentage went down.

And please shapeways UPS sucks we need other options. You shipped my order on time. They delivered 4 days late from what there own web site said it would come in.

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Subject: Re: New price structure  
Posted by [ana](#) on Thu, 13 Oct 2011 17:18:40 GMT  
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I see what you're saying mctrivia. Don't want to delve into details, but edited for the sake of making my intentions clear.

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Subject: Re: New price structure  
Posted by [designerica](#) on Thu, 13 Oct 2011 17:22:06 GMT  
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i think ana was being sincere and not trying to offend.

it makes sense that they would need money to hire people to get the stuff to us on time.

your customers will not necessarily have to pay the shipping that you are paying. if they live in the US, they will pay 6.50. and people ARE used to paying additional for shipping. when i resell on etsy they pay \$5 domestic and \$13.40 international. that said, SHAPEWAYS YOU REALLY NEED

TO FIND ANOTHER WAY TO SHIP.

too many of us have been burned too many times by UPS. i personally love my delivery guy, but i've lived in other places where i received godawful service. plus UPS customer service on our end is really awful. i realize that as a major customer you probably get great customer service. but it doesn't work that way for the rest of us.

ana et al: i still think you should look at the ponoko prime system. i pay them a monthly fee to get lower prices, quicker turnaround, and free shipping on orders over \$100. it may not always work out in my favor in the end, but it's psychologically much easier. and it ensures that the most dedicated users get the service they need and remain happy without destroying your bottom line. plus you get a certain bulk payment each month that you can depend on regardless of orders.

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Subject: Re: New price structure  
Posted by [designerica](#) on Thu, 13 Oct 2011 17:28:48 GMT  
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speaking of service- i finally got that one ring that was holding up my 1400 order. almost 3 weeks late (6 weeks total). thankfully i had one in stock to send so it went out with the others. but in the future, i think it would be better to go back to notifying us of every late order by email than to go with the current "we don't tell you anything until we ship it" system. it's really frustrating given that all your customer service people are halfway across the world from me.

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Subject: Re: New price structure  
Posted by [TomZ](#) on Thu, 13 Oct 2011 18:31:39 GMT  
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gregoboyo wrote on Thu, 13 October 2011 16:52 Average price for my 3D printed puzzles: 130\$  
New average for my 3D printed puzzles: 200\$ I am not sure how you came up with those numbers but they're not right.  
The price for WSF has only decreased. It used to have a \$1.50 startup fee and \$1.50 CM3 price. That startup remained the same and the CM3 price dropped by \$0.10 to \$1.40 per CM3. That means every WSF model lowered in price (even those affected by the density discount).  
Even once you factor in worst case \$20 shipping there's no way the price could have increased by \$70 on any model.

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Subject: Re: New price structure  
Posted by [Gregoire\\_Pfennig](#) on Thu, 13 Oct 2011 19:00:18 GMT  
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Oh you are right Tom, it appears my browser was not showing prices with VAT anymore. The prices actually increased a bit for my small puzzles but not the 150+ ones.

Thanks !

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Subject: Re: New price structure  
Posted by [SIXTHSCALE](#) on Tue, 18 Oct 2011 02:24:45 GMT  
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roofoo wrote on Fri, 07 October 2011 14:00Wow, I just had a really crappy experience with Shapeways. I ordered a model prior to October 1, then yesterday I got a rejection notice. They gave me a coupon but now the price for the model is \$11.20 more than the coupon! I asked customer service if I can still order at the pre October 1 price since I had my order in before then, and they refused! They are unwilling to give me the deal they gave me last week, plus I will have to pay \$6.50 shipping on top of what I already paid. This is just lousy on your part, Shapeways. I hope you tank.

i am experiencing a similar problem...

rejected models that now cost waaaay more.

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Subject: Re: New price structure  
Posted by [roofoo](#) on Tue, 18 Oct 2011 02:42:35 GMT  
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You should send Duann a message and see if you can get a coupon to cover the extra cost.

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Subject: Re: New price structure  
Posted by [duann](#) on Tue, 18 Oct 2011 02:55:19 GMT  
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Hey SIXTHSCALE,

email me duann (at) shapeways.com with the info, order number, \$ discrepancy etc.

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Cheers

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Subject: Re: New price structure  
Posted by [SIXTHSCALE](#) on Tue, 18 Oct 2011 14:43:53 GMT  
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duann wrote on Tue, 18 October 2011 02:55Hey SIXTHSCALE,  
email me duann (at) shapeways.com with the info, order number, \$ discrepancy etc.

Cheers

Email sent. THANKS!

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Subject: Re: New price structure  
Posted by [SIXTHSCALE](#) on Thu, 20 Oct 2011 19:11:31 GMT  
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issue resolved!

thank you shapeways for your amazing customer service!

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