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## **FOR IMMEDIATE RELEASE**

### Shapeways Opens Production Center and Installs its First 3D Printer

#### ***Expanded Capability Enables 48-hour Turnaround Time on Objects 3D Printed at Shapeways.com***



**New York (February 15, 2011)** - Shapeways ([www.shapeways.com](http://www.shapeways.com)), the online community and marketplace for personalized production using 3D printing, announces today that the company has opened a production center in Eindhoven, The Netherlands and installed its first EOS 3D printer. This first printer will 3D print items ordered at Shapeways.com in its strong & flexible plastics, as well as Alumide, and enable the company to ship items in as little as 48 hours. While this addition expands the company's capabilities, Shapeways will continue working with its production partners to offer community members the widest possible range of top-of-the-line 3D printing materials.

"Consumers have rapidly moved from mass market products to unique customizable items, but, at the same time, they demand the same speed and quality at that same price," said Shapeways CEO Peter Weijmarshausen. "By setting up our own production facility, we are advancing industry knowledge of personalized production. As our own manufacturer, we can be immediately responsive to customer demand."

The new Eindhoven operations and production center opens simultaneously with Shapeways' New York City headquarters, which will house marketing, design, software development and community relations, allowing the company to easily serve its community from two continents.

Shapeways' 3D printer, a Formiga P 100, is a Selective Laser Sintering (SLS) machine made by EOS of Germany. Reading a 3D design file, the printer uses a laser to harden very fine powder and build the object layer by layer (commonly known as additive manufacturing). The Formiga P 100 can print objects as large as 7.9" x 9.8" x 13" (200mm x 250 mm x 330 mm).

Working with production partners, Shapeways also offers 3D printing in stainless steel with a variety finishes, including gold-plating; glass, in matte and two gloss finishes; full color sandstone; white, black and transparent detail acrylic-based plastics; as well as grey robust ABS plastic. For more information about the various materials offered at Shapeways.com, please visit:

<http://www.shapeways.com/materials/>

#### **ABOUT SHAPEWAYS**

Shapeways is the online community and marketplace for personalized production where anyone can make, buy and sell their own creations. Custom-made products are created one-of-a-kind and on-demand in a variety of materials using the latest 3D printing technologies.

The innovative designs found at Shapeways.com have been created by a diverse community of product designers, artists and enthusiasts. Community members engage in everything from collaborative creation through the Shapeways blogs and forum to selling their designs as products through the Shapeways Shops, an international marketplace for consumer created 3D printed products. As the Shapeways community continues to grow, more and more products become available to consumers.

Consumers can shop for unique giftware in the Shapeways Shops or co-create a wide range of personalized, affordable products, from customized cufflinks and jewelry to puzzles, home décor and more.

Headquartered in New York with offices in Eindhoven, The Netherlands, Shapeways is a spin-out of the lifestyle incubator of Royal Philips Electronics. Series A investors include Union Square Ventures in New York and Index Ventures in London.

For more information, please visit [www.Shapeways.com](http://www.Shapeways.com).

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**Editors Note:**

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