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## Shapeways' First DIY 3D Printed Metal Cufflinks: The Perfect Father's Day Gift

### Give Dad Something Talk About With New Executive Metal 3D- Printed Custom Cufflinks

Eindhoven, The Netherlands (May 19, 2009) – Shapeways is proud to introduce the first DIY 3D printed customizable metal cufflinks. With the new, free, and easy-to-use Shapeways Cufflink Creator, users simply enter text and select the style of their choice to create a one of a kind metal cufflink set. These elegant accessories are produced with the latest in 3D Rapid Prototyping technology and offer one of a kind design with substantial depth to give the cufflinks a high-end look for a relatively low-end price. The new Shapeways Cufflink Creator offers many styles and finishes to choose from and make the perfect gift for that special someone.

Shapeways makes creating unique 3D-printed products easier than ever. From customizing a unique bowl to creating a LightPoem of personal text, the Shapeways Creators offer users a free unique online click-and-create application that enables anyone to feel like a 3D designer. Shapeways debuted their first offering of DIY 3D metal printing for its customers in March of this year. The company utilizes a new Rapid Prototyping technique which deposits stainless steel powder in very thin layers then adds binding material. This process continues layer by layer till the object grows and is finished by curing in an oven and infused with bronze. For a video of the process of 3D printing, check out:

[http://www.youtube.com/watch?v=C3\\_twsI4VG0](http://www.youtube.com/watch?v=C3_twsI4VG0)

“The new Cufflink Creator is another way of making 3D printing in metal available to everyone. Through Shapeways it is now possible for everyone to make custom and personalized items in metal with easy to use technology” commented Peter Weijmarshausen, CEO of Shapeways. “We are the first to implement 3D printing as a groundbreaking service for every day life applications to get consumers acquainted with the world of possibilities that custom production offers.”

To create your own 3D-printed cufflink with Shapeways Cufflink Creator go to <http://www.Shapeways.com> and click the main banner to go to the Custom Cufflink Creator. Simply select one of the nine styles, type-in desired initials and order your personal cufflinks. The price for a pair of nicely boxed Custom Cufflinks is \$ 49.00 (incl. shipping and VAT). May 26, 2009 is the last date to order to be received by Father's Day.

#### About Shapeways:

Shapeways, the world's first 3D co-creation community, brings design to life with cost effective, high quality 3D printing. Shapeways is redefining Do-It-Yourself by connecting consumers to the latest in micro production with easy to use click-and-drag product customization and advanced upload-to-print tools for seasoned 3D designers. Shapeways encompasses a diverse community of artists and enthusiasts engaging in everything from collaborative creation to selling their 3D designs as products through the unique Shapeways Shops, an international marketplace for consumer created 3D printed products. Shapeways is spinning out from the Lifestyle Incubator of Royal Philips Electronics, located in Eindhoven, The Netherlands.

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Editors Note: Images available at <http://www.shapeways.com/presscorner>