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FOR IMMEDIATE RELEASE

Shapeways Starts a New Fashion Trend: 3D Printed Silver

Now, Anyone Can Design and 3D Print their Own Jewelry in Pure Silver at Shapeways.com



New York (March 10, 2011) - Shapeways (www.shapeways.com), the online community and marketplace for personalized production using 3D printing, today, launches a new service enabling anyone to make products in pure silver. Shapeways is the first consumer platform to enable anyone in the world to make unique and personalized products in silver.

"3D printing was first created for industrial use," said Shapeways CEO Peter Weijmarshausen. "Now, using Shapeways, anyone can 3D print in refined artisan grade materials, including precious metals like pure silver. We can't wait to see what our community will create with this new capability!"

Taking Do It Yourself (DIY) jewelry making to the next level, Shapeways' "Draw It" creators offers users with no 3D modeling skills the ability to draw their own rings or earrings on paper and have those jewelry designs come to life. Anyone can personalize an existing jewelry design found at Shapeways.com or shop from thousands of unique accessories in the Shapeways shops and have them custom made in silver using 3D printing.

Those with 3D modeling skills can now design original jewelry and other decorative items using traditional 3D design software and print them in silver. Designers can also open a Shapeways shop and sell their designs directly to consumers—Shapeways handles the 3D printing, shipping and customer service.

"Now that Shapeways is offering 3D printed silver, designers are poised to reinvent the jewelry industry," said Nervous System's Jessica Rosenkrantz. Nervous System is a design studio that works at the intersection of science, art, and technology. Visit Nervous System's Shapeways Shop here: <http://www.shapeways.com/shops/nervous>.

Shapeways community member Christina Westbrook added, "Now 3D printing can enter the world of Fine Jewelry! Both the jeweler and 3D modeler nerd in me is stoked." View Christina's designs here: <http://www.shapeways.com/shops/cwestbrook>.

The new silver material likely will be used primarily to create jewelry, but there are certainly applications for the Shapeways hobbyist community as well—expect to see silver dice, spaceships and model trains.

Items ordered in silver are first 3D printed in wax and then cast in silver. Rings will cost approximately \$40, earrings, \$80, and bracelets, starting at \$140. Pricing is based on the total amount of material used, \$40 for the first cm³ plus \$20 per additional cm³. As always, Shapeways includes free shipping worldwide. The maximum size for Silver is 15x15x10 cm (6x6x4 inch) Silver will be available in two finishes, polished and high shine polished (for an additional \$10). Average delivery time is 15 business days. For more information about 3D printing in silver, please visit: <http://www.shapeways.com/materials/silver>.

Shapeways adds silver to its already robust portfolio of 3D printing materials, which currently includes multiple strong and flexible plastics and Alumide; stainless steel in a variety of finishes, including gold-plating and antique bronze; glass, in matte and two high 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, 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.

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