



The Massivit 1800 allows print providers to produce stunning 3D graphics with added-value for better target audience engagement

Shaping Up: 3D Printing's Proposition to the Large-Format/Sign and Display Sector

Unless you've been living on the moon for the last few years, it's highly likely that the continued rise of 3D printing has not escaped your notice. Created around 30 years ago, the technology has gradually strengthened its foothold and is now widely used across a plethora of applications within industry sectors including automotive, aerospace and medical.

Despite its popularity in such sectors, it's fair to say that 3D printing has yet to make its mark on the graphic industry. However, if you are a large-format print business or sign and display operation, then the good news is that 3D printing opportunities might be within closer reach than you

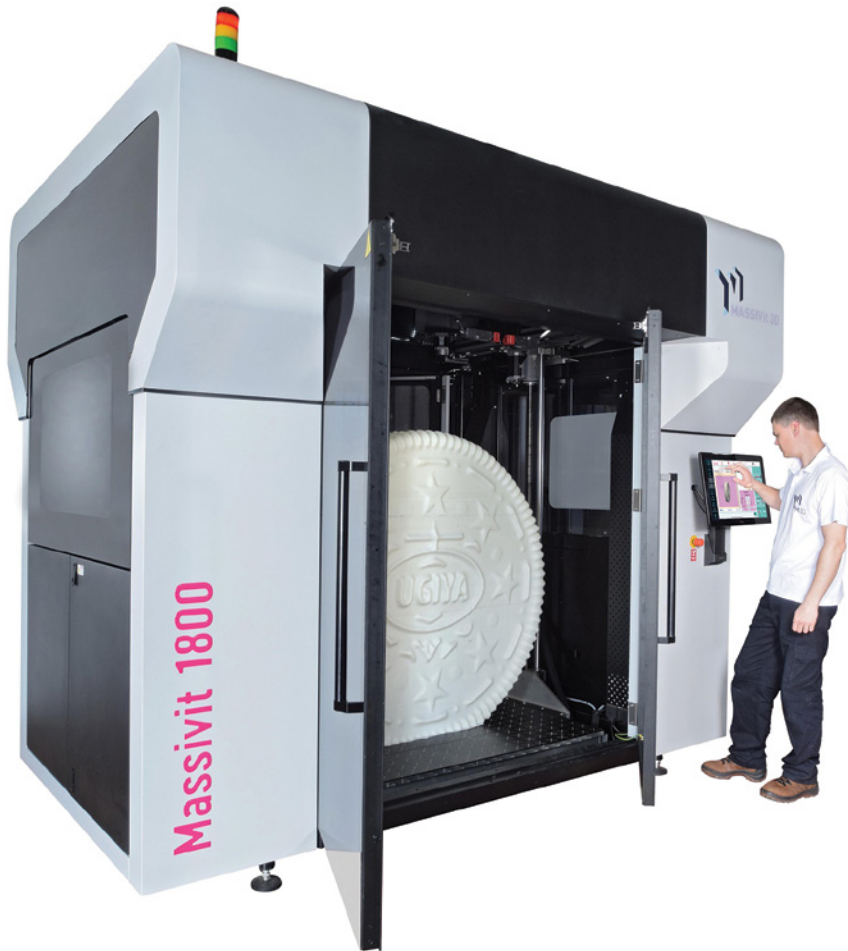
were aware. Moreover, just as it has proved already within the manufacturing world, 3D printing technology has the flexibility, speed and price point to unlock huge creative opportunities and drive profitable growth for users in the graphic industry.

At drupa, Massivit 3D unveiled our own solution for this market — the Massivit 1800 3D Printer — publicly for the first time. From our side, we believe that the Massivit 1800 3D Printer offers something different, something new for this sector. It enables the creation of vibrant, eye-catching, 3D-printed sign and display projects beyond those that can be achieved with 2D large-format

Although 3D printing primarily aims to transform production processes within the manufacturing world and has been steadily growing toward that in the last 30 years, only now is the technology beginning to present viable application opportunities for the large format/sign sector.



By Lilach Sapir, Vice President of Marketing & Business Development, Massivit 3D



Massivit 1800 3D Printer

printing solutions. With the capability to very quickly produce high-quality 3D pieces up to 1.8 meters (6 feet) high, we expect it to transform the way high-level marketing, advertising and themed projects are created.

At the heart of this is our new proprietary technology, GDP (Gel Dispensing Printing), which enables instant solidification of the printing material thus achieving very high-speed printing. Not only that, but the printer also utilizes techniques that allow it to print non-vertical walls and ceilings, without the need to produce a solid object or build intensive support structure.

So, in printing less to achieve the same result, the Massivit 1800 is able to dramatically increase print speed, while also reducing material costs and product weight — pivotal for additional materials handling, transportation and storage benefits.

For the owners of large-format print and sign businesses, 3D printing technology could be an enabler to unlocking the door to new business. The printing industry remains a difficult environment in which to operate, and the need for higher impact output that is delivered faster and more cheaply than the next provider will be a perpetual goal for those at the sharp end. The ability to differentiate your offering and enhance your applications gamut to customers will always give you the edge in the quest to maintain customers and win new ones.

After all, it goes without saying that brand and marketing managers will always be seeking to maximise their budgets with as much “wow factor” as possible. The ability to offer attention-grabbing, value-added visual communications that better engage target audiences achieves this. Moreover, it makes engaging — and subsequently keeping — such customers much easier.

Of course, if you are a large-format print provider currently weighing the options for your next investment, your decision will be governed by your company’s own aspirations and strategic objectives. Many of you are likely to be already running successful, profitable companies, having perhaps found a niche offering or a stable portfolio of clients. That said, leaving your comfort zone to explore and add new applications to your service capability and business is always healthy, and can only help differentiate your offering retain your overall competitive edge.

And what of the future? The way the technology has evolved generally in other sectors is most likely a good barometer for where things might eventually be headed.



Life-sized bull 3D printed using Massivit 3D's technology

It would be surprising if, in a few years, we were not seeing additional 3D applications that we have yet to even envisage. What's more, these will likely be created with even higher speeds, greater build size and possibly extended material options that will take the large-format/sign sector further still into uncharted territory.

Lilach Sapir has served in various marketing and management positions in the graphic art market over the past 16 years. Among these positions, Ms. Sapir has served as vice president of products and member of the Scitex Vision management, director of ink business at HP Scitex, and product line manager at Landa Digital Printing. Ms. Sapir holds a Bachelor degree (cum laude) in law (LLB) and accounting from Tel Aviv University, and an MBA degree from Tel Aviv University. She is also a member of the Israeli bar.



Retail display printed on Massivit 1800 by ES Digital



3D-printed Big Ben produced using Massivit 3D technology