

Desktop 3D printing: Adding value for retailers

Leapfrog 3D printers brings out a research report that evaluates the current state of the adoption of desktop 3D printing by retailers and analyses the potential added value by looking at their value chain. This is the first publication of a larger series of reports which will explain the added value of desktop 3D printing in a variety of markets. All publications are free to download from our website: www.lpfrg.com/press.

Current activity among retailers

The main activity we see from the rising number of startups and a few established companies is to open up 3D print service shops, much like the traditional copy shops. Naturally there are also retailers selling 3D printers, but there are not many known cases of established retailers using 3D printing in their business processes.

Benefits within business processes

There is a world of opportunity to gain from integrating desktop 3D printing in processes all throughout the business. While 3D printing has gained much attention from the fact that it can cut costs in manufacturing, retailers can strongly benefit from it in customer interaction. With current trends such as personalizing objects, desktop 3D printing can meet the need for customization. Another large benefit is helping customers visualizing designs, since retailers can show them the 3D printed model. Because the retail industry is at the start of adopting 3D printing, there is a major advantage for the retailer that dares to move first.

Integration of desktop 3D printing

Most retailers are still unfamiliar with the phenomenon of 3D printing as well as with the skills needed to produce a 3D design. They have heard about 3D printing, but how it can really be utilized to add value is in many cases still a mystery. That is why there is no mass adoption of 3D printing by retailers yet. However, respondents that have had more experience in 3D printing expect the adoption by retailers will take a spur in the coming months. This is caused by the increasing print speed, improved accuracy and detailed finishing of printed objects. Another boost will come from the increased innovation activity within the material industry that is soon to be expected to hit desktop 3D printing. With more printing materials becoming available, the more versatile the range of applications will be.

Presentation at 3D Print Show, New York, USA

Would you like more information on this subject, please visit our presentation at the 3D Print Show. Ms. Saswitha de Kok, commercial director, will give a presentation "How desktop 3d printing can add value for retailers". The presentation will be held at the 3D Print Show, February 13th, 04.00-04.45 pm, location: sphere.

About Leapfrog 3D Printers

Leapfrog 3D Printers is a producer of plug and play and affordable 3D printers situated in Alphen aan den Rijn, The Netherlands. We aim to continuously bring the most advanced techniques in 3D printing available and affordable to a broad audience. Our customers are at the heart of our business: we learn from their experiences and help them to uncover the applications for 3D printing suited for their business. We share the knowledge we gain through publications as well as through our business consulting services in which we analyze the value chain of a business to see where desktop 3D printing can add value for them.

For more information and the full report please visit the website: www.lpfrg.com

Visit our Facebook page: facebook.com/3DPrintingforRetailers

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