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Shapeways Launches Platinum, 18 Karat Gold, And Other Precious Metals For 3D Printing

With the addition of a new suite of metals, Shapeways now offers jewelers and their customers the most options for 3D printing jewelry

NEW YORK, June 26, 2014 /PRNewswire/ --[Shapeways](#) today announced that it is adding four precious metals to its 3D printed metals family: [Platinum](#), [18k Gold](#), [14k Rose Gold](#), and [14k White Gold](#).



With these additions to its other jeweler-friendly materials, including 14k Gold, Sterling Silver and Castable Wax, Shapeways now has the most options available for 3D printing jewelry. As the world's largest 3D printing community and marketplace, Shapeways is one of the only 3D printing companies to widely offer these precious metals to everyone.

"Jewelry has always been one of the top selling categories on Shapeways," said Justine Trubey, VP of Supply Chain at Shapeways. "3D printing enables jewelers to create incredibly unique and creative products, and it's humbling to see what our customers think up each day. The products that come through our factories are beautiful, authentic, and only possible with 3D printing." Trubey adds, "Jewelers also love that they don't have to spend money on expensive machines or inventory. They can focus on their designs and let Shapeways take care of the rest."

With the addition of the new precious metals, Shapeways now offers 48 materials and finishes for 3D printing. The metals, like platinum and gold, have stunning finishes and offer comparable quality to any high-end jewelry shop, at affordable prices. Unlike traditional jewelry manufacturing, 3D printing with Shapeways enables jewelers to create high-quality

products without having to keep any inventory. They can simply have them 3D printed as needed, or sell their products directly through Shapeways. And, 3D modeling allows designers to create intricate details and designs, giving them endless possibilities for bringing their ideas to life. Jewelers looking to get started should visit:

<https://www.shapeways.com/getting-started/jewelry>.

Customers who shop for jewelry on Shapeways can be sure they will receive the highest quality of metal products available. The four new metals each have their own beneficial qualities:

- **Platinum.** This bright silver-white material is extensively hand-polished to a smooth sheen. A rare metal, Platinum is recognized as being the most precious of all precious metals. Jewelers often select this material for its durability while consumers love it for its luster.
- **18k Gold.** Brighter and more vibrant than 14k Gold, 18k Gold contains a higher percentage of pure gold.
- **14k Rose Gold.** The pinkish tint of 14k Rose Gold adds a touch of warmth and romance to any design.
- **14k White Gold.** For a more subtle look, 14k White Gold resembles silver with just a hint of gold coloring.

All of Shapeways' 3D printed metals are available worldwide. Shipping times vary per metal, but customers can expect to receive their custom products in approximately two weeks after placing an order on Shapeways.com.

Most of the metals on Shapeways are 3D printed using a wax casting process. First, the model is 3D printed in wax using a specialized high-resolution 3D printer. It is then put in a container where liquid plaster is poured in around it. When the plaster sets, the wax is melted out in a furnace, and the remaining plaster becomes the mold. Molten metal is poured into this mold and set to harden. The plaster is broken away, revealing the new product. The product is then carefully cleaned and hand-polished to give it the trademark luster of that metal. Watch [this video](#) to learn more about the 3D printing process for metals.

Visit <https://www.shapeways.com/materials> for more information about each material and 3D printing guidelines.

ABOUT SHAPEWAYS

Shapeways is the leading 3D printing marketplace and community, empowering designers to bring amazing products to life. By giving anyone the ability to quickly and affordably turn ideas from digital designs into real products, Shapeways is fundamentally changing how products are made and by whom. Headquartered in Manhattan, Shapeways also has factories and offices in Eindhoven, Long Island City and Seattle.

Media Contact: Blair Baumwell, blair@shapeways.com

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